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ABSTRACT

This publication provides detailed guidelines on how libraries and library associations can begin the process of lobbying in the state capital for funding or legislation. The first of three major sections covers how to use the legislative process, how to develop a government relations program, and how to select public relations tools. The second section focuses on the legislative and lobbying efforts of library groups in the 50 states, while the third provides examples of various types of printed materials that can be used to further state legislative campaigns. Also included in this section is a listing of state aid awarded to public libraries in 1983-84 expressed in dollars per capita. (MAB)

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GETTING IT PASSED: LOBBYING FOR LIBRARIES

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- *How to use the legislature process*
- *Develop a government relations program*
- *Select PR tools*
- *What the states are doing*

Available from ALA/LAMA, 50 E. Huron St., Chicago, IL 60611.

by
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edited by
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American Library Association:
Library Administrative and
Management Association:
Public Relations Section
Public Relations Services to
State Library Agencies and
State Library Associations Committee

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Chicago, Illinois, 1984

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beetle bailey
by mort walker
OH, BOY!
THE ARMY IS GETTING MORE MONEY! WILL WE GET SOME OF IT?
ARE YOU KIDDING?
12-5
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I'M NOT SURE THE GOVERNMENT IS DOING THE RIGHT THING
WHAT'S IT DOING NOW?
IT CUT FEDERAL MONEY TO SCHOOLS...
IT CUT MONEY TO LIBRARIES...
WHERE'S THE MONEY GOING?
TO US!
IS THAT BAD?
THAT'S WHAT I WAS WONDERING
12-5
MONEY WON'T HELP THEM
BUT SCHOOLS AND LIBRARIES MIGHT
MORT WALKER

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HOW TO USE THIS PUBLICATION

This is a checklist which every state library association, state agency, library or friends group should follow if it plans to lobby for funding or legislation in the state capital.

This is not legal advice on any particular law. It would be grand if some section of A.L.A. in co-operation with The Oceana Legal Almanac Series were to publish a survey of all state library laws but this is not it.

Section I is a list of do's and don'ts compiled by some librarians who have lobbied successfully for legislation in their state capitals. Its advice is simple and very basic. It presumes the reader has never before lobbied formally. On the other hand, it can be a handy review and reminder list for the experienced lobbyist.

Section II is a review of the existing lobbying efforts which have recently been carried out by state agencies and association in the fifty states. It is intended to show how they did it. It is not planned as a review of how well they succeeded or of the particular legislation in each state. It is again how it was done for those who will go and do likewise.

Section III is made up of Illustrations of some types of printed matter used to promote legislation or increase funding. Although most of the agencies and associations do not claim copyright on these materials it is always wise to contact them before you borrow their ideas. To make this easier we have names of individuals who can supply information on their legislative campaigns in Section II. This section also has a list of the state aid to public libraries in dollars per capita in all the states which give such aid. This list was derived from the excellent publication Pocket Facts About Public Libraries put out by the Urban Libraries Council. (available in quantity for use in your state's campaign from Alex Ladenson, Executive Director; Urban Libraries Council, 425 N. Michigan Ave., Room 1102, Chicago, Il 60611).

The ALA: LAMA: Public Relations Section, Committee on Public Relations Services to State Library Agencies and Associations, which put this book together and whose names are listed below wants you to use this book today! State capitals are among the best hopes for new or expanded funding, and state law in the area of libraries is generally weak. Only you can correct this!

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Chairperson
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This booklet was issued in conjunction with the program "Getting It Passed" presented at the 1984 American Library Association meeting in Dallas. If you want further information on this subject you may want to buy tapes of the program from:

American Library Association
50 E. Huron Street
Chicago, Illinois 60611
(312) 944-6780

The program featured a professional lobbyist who has worked for libraries in Virginia; a Texas State Senator; and representatives of three successful state campaigns in Indiana, Mississippi and North Dakota. The panel discussion was moderated by the head of the Maryland State Library Agency.

Section II of this publication examines the legislative efforts of library groups in the fifty states. Information for this section was originally submitted to the authors in 1983. Each state library and state librarians association received a copy of the statement that had been prepared for the state. These groups were given an opportunity in January and February, 1984 to revise and update the information about their states legislative activities. The information in this publication reflects the status of legislative activity as of February 15, 1984.

* * * * *

The authors and editor would like to thank Ann Heidbreder Eastman, Director of Public Affairs Programs, Virginia Tech, Blacksburg, Virginia, LAMA PRS Chairperson at the time this document was proposed, for her guidance and assistance in making this publication possible.

P A R T I

HOW TO GET IT PASSED

This section offers some practical advice on how to pursue state aid funding efforts and on how to lobby effectively for new library legislation on the state level.

A. LEARN HOW TO USE THE LEGISLATIVE PROCESS

KNOW WHAT YOU WANT

This seems obvious, but it isn't. Considering the diverse clientele a library serves and the variety of economic areas in a state, you may not always find it simple to decide what you want a legislative effort to accomplish.

Remember, in your deliberations, that laws are difficult to change or repeal and, of course, a law is binding. So, ask yourself "is an act of the legislature really the most desirable means to get what I want and need?"

Start with a committee of the state association which is willing actually to travel around the state asking questions at library meetings. Include public school and academic librarians. If you ask librarians to share with you the concerns they have, you will compile a lengthy list. Legislation cannot redress all the problems you will discover. This typical list shows how varied library needs can be.

More current books.
Greater numbers of duplicate titles.
Titles to replace lost books
Curriculum related titles.
Larger buildings.
Any building at all.
Renovation.
Newer equipment
Any equipment at all.
Continuing education.
Any library education at all.
Stronger certification laws for librarians.
Weaker library cerification laws.
Storage for little-used books
Changes in the formula by which state aid is distributed.

Better state purchasing practices.
Standards for library service and minimum requirements.
Standards and requirements for the purchase of materials.
Retrospective conversion to machine readable forms.

More clerical staff.
Access to reference data bases.
More services from the state agency
State funded networking.
Stronger intellectual freedom support.
Retrospective conversion of bibliographic needs

All of these seem worthwhile. Why shouldn't we agree to legislation to aid all of them? Keep the following in mind.

A law should resolve a problem or address a need. You must be ready to prove that a problem or need exists and show how the law you propose would rectify the problem for the good of the majority.

There are other questions, do you want the legislature involved in resolving some of the needs listed above? Would an administrative policy by the State Library or state association be more appropriate? More flexible?

Perhaps, if some of the needs stated above are controversial issues for librarians or the public. Don't expect legislators to become involved in the controversy. They will excuse themselves from supporting any cause until the internal conflict is resolved and the lobbying group speaks with one voice. Some of the needs listed above simply cannot be met practically, legally, or politically in your state. A legislator will be eager to take that as an excuse not to support any library issues.

You should never assume that legislators know anything at all about libraries because many do not. Don't jeopardize your needs by lobbying legislators about too many needs at one time. This will only confuse them and offer the legislators an excuse to escape the quagmire by turning it over to a study group. Such a move will not get you decisive action.

Effective legislation is simple legislation. An effective lobbying group speaks with (almost) a single voice on one issue at a time. A legislator can hang his career on <u>one</u> simple issue, not on <u>many</u> little ones.

Simplify or combine your needs. Prioritize them. Decide what can be accomplished through legislation, and what needs to be done first. Then pursue each need, one at a time.

Before you get into the political arena, give every librarian in the state an opportunity to speak for his or her special interest. This will give all concerned parties an opportunity to do some necessary log rolling - i.e., "If you support my issue today, I'll help you out tomorrow." Privately, the professionals can they agree on the order in which concerns should be pursued and present a united front. The professional can develop an agenda for the legislator whose help they seek. In effect, the various interest groups are working to build an effective coalition to work for issues they can all support. Such coalition building is essential to effective lobbying efforts. It will minimize the possibility of one maverick librarian killing legislation that was within the professional's grasp by offering conflicting testimony at a hearing.

Persons responsible for a legislative effort should let the profession know what cannot be done through a state law and why it can't be done. Then the lobbyists should get the endorsement for legislation of the state library association, the state library agency, other interested or related associations and as many librarians and friends groups as they can. In obtaining support, it is very important to make certain that citizens groups such as the Friends of the Library are involved. Legislators often react more readily to concerned citizens who wish to save or improve libraries than they do to librarians whose efforts may be construed as self-serving, wishing to save or improve their jobs, or protect areas of professional interest.

Because library lobbyists will need the support of citizens and professional groups later in the legislative process it is vital that these groups know early what library professionals are doing, and why they are doing it. Citizen groups need to feel that they are informed and have a stake in the action. There is no point in proceeding without them.

KNOW THE CURRENT LEGISLATION, HOW IT GOT THERE AND WHAT IT MEANS.

The language of legislation is not simple. What you want may already be part of the law - just hard to find or read. What you want actually may be forbidden by another part of the code. Unless you are sure you can change the broader law, Also, remember when you plan to change one word in a law it opens the whole law to a fresh debate. You must be ready to debate not just the change you hope to make but the whole law it changes.

The bureaucrats in the state capital and the librarian in the state agency must work with the law daily. They are probably better than a lawyer, or legislator at understanding and manipulating law. Ask them for help. If the question is still uncertain, ask for an informal opinion from the state attorney general, or legal counsel for a university, association or school system.

If you go to a legislator and prove yourself ignorant of the existing law, he may never respect you again, particularly if he drafted that law. He expects you to be an expert on library law. Impress legislators with your knowledge of the library laws and how they got to be that way and the legislators will respect you from then on - even consider you an "expert," and consult you. (Be sure you have outlined the clear purpose of the existing library laws in a handout to anyone you plan to have help you lobby for libraries in the state capital and make certain that it gets into their hands before they go there. Anything over one page is too long.)

YOU NEED TO KNOW SOME PARTICULAR THINGS ABOUT EACH LAW:

- Its public law number. That will impress legislators and simplify the work of their staff.

- The details of state aid distribution formulas and what changes in those formulas will mean statewide (i.e. who will no longer be eligible for aid). Representatives from sparsely populated areas are always at war with representative from cities to change formulas to the avantage of rural constituents. Such fights can scuttle the best of bills. If adding to funding is all you really want to do, be sure everyone agrees not to change the formula. If a change is necessary in the formula, it can be done later as another process.

- Know what special funds are available from which the state can make special grants. I you can find one, you offer the legislator the wonderful opportunity of satisfying you without raising any additional taxes.

Remember the phrase "funds as needed" in a law does not have the strength of a firm figure, or a formula. To some legislators it means zero.

Know the difference between "authorization" and "appropriation." Authorization simply means the legislature grants itself or the local government the right to give libraries something. It does not mean libraries will actually get anything. Authorization must be approved before you can get something, but it does not legally provide libraries anything. Authorization simply indicates what libraries might legally receive at some later time. Appropriation, on the other hand, is usually done by a small group of legislators in a "finance" or "appropriations" committee. This group is actually talking about giving money to libraries. In some states, of course, library appropriations come through a levy agreed to in a general election after authorization is obtained. In those states, authorization is all librarians

are looking for.

You should also know the difference between "provisions of the law" and "rules of an agency." Provisions of the Law can only be changed by the whole legislature and require a great deal of time and effort. Agency or Board Regulations or Rules exist because the legislature has already "in a law" authorized an agency or a board to make rules that "have the force of law." Such rules are much easier to change. They are made by a few appointed officials who meet regularly.

For example, in some states the formula for the distribution of state aid is set by a state agency rule. If so, you will waste you time trying to change the law. What you want to change is the rule by which funds are distributed. To do that you need to go to the State Librarian or a State Library Board.

KNOW WHAT KIND OF LEGISLATIVE ACTION YOU NEED.

There are four basic kinds of action for which you will most likely be lobbying. Each works a little differently. Each requires a different strategy.

Pass New Legislation

If what you may need is new legislation, you have a long way to go. New legislation can be suggested by the governor, but it is more likely to come from a particular legislator who is called its "sponsor." In some state legislatures a majority of the other legislators will be expected to "co-sponsor" a bill if it is likely to win. In all legislatures you should try to win as many co-sponsors as you can.

A bill for new legislation may also rise from a special study commission created by the governor or by the "Speaker" of a house of the legislature. (See Illustration I)

If a commission is to be powerful and guarantee passage of the bill it developes, both legislators and librarians should be on it. If your group has a member or friend with a personal contact with the governor or the speaker, you may be able to ask that person to influence who is appointed to a commission. You should try to do so. On the other hand, such appointments are political. You will want them to remain political and so popular that legislators will compete for them.

Once the bill is written either by a commission, the governor or a member of the legislature, your next job will be to see it introduced on the floor (put in the "hopper" in some legislatures). You then need to see that it is referred to a committee. This could be the committee on legislation, or finance, or, if you are very clever, you may get a special sub-committee on libraries created just to deal with your bill. You then need to get it past that committee and back to the floor where it will be put on the calendar for debate and possible passage. In a state with a

HOUSE JOINT RESOLUTION NO. 239

Offered January 16, 1981

Creating the Commission on a State Library Networking System; allocating funds.

Patron–Bagley, R. M.

Referred to the Committee on Rules

WHEREAS, there are 21 regional libraries in the Commonwealth; and

WHEREAS, a strong and viable cooperative library system is an asset and enhances the education and cultural advancement of the citizens; and

WHEREAS, the orderly growth of a cooperative library system should be planned so that it can operate at maximum efficiency and economy and achieve desired benefits; now, therefore, be it

RESOLVED by the House of Delegates, the Senate concurring, That there is hereby created the Commission on a State Library Networking System. The Commission shall consist of four members of the House of Delegates and two citizens appointed by the Speaker and two members of the Senate and two citizens to be appointed by the Senate Privileges and Elections Committee. Two of the members appointed from the House of Delegates shall be members of the House Appropriations Committee and one of the members appointed from the Senate shall be a member of the Senate Finance Committee.

The Commission is requested to study the feasibility and desirability of a state library networking system. The study should include, but not be limited to, the techniques of establishing a statewide networking system which would act as an interlibrary loan center for all collections in the network district; maintain and distribute an up-to-date union catalog of books, materials, and periodical holdings in the network district; promote staff and collection development among the members; including the initiation and supervision of cooperative buying systems as desired by the members; keep membership records and collect and disburse any charges related to membership in the network district; develop a delivery system for interlibrary loans; provide centralized acquisitions and processing if desired by the membership; develop a plan for reimbursement for materials interlibrary loaned if that is desired by the network district membership; and develop a plan for cross-district cooperation. The Commission is further requested to study any other matter that would affect and enhance the state library system.

For the expenses of the Commission, there is allocated from the appropriation to the General Assembly the sum of $5,000.

The Commission shall recommend to the 1982 Session of the General Assembly any legislation it deems necessary.

I. Example of a New Bill

5A

bi-cameral assembly this process will go on twice, sometimes at the same time, sometimes at different times in different places. If the bill passes, you then need to guarantee that the governor will sign it.

As you can see, this is not an easy process. Some associations hire lobbyists to shepherd the legislation through this maze and tell the association how many votes it has (and needs) at any of the steps and whether those votes can be changed by a visit. A lobbyist can also tell you when to bring everyone you know to the state capitol. Timing is important. A thousand people at the wrong time will make no impact. One hundred at the right time will get it passed. One person in the right office with the right legislator may be the turning point at another time.

Amend Existing Legislation

Perhaps what you may need, on the other hand, is simply to amend existing legislation. If that is the case the state library agency, or a department of the state government, or a legislator may suggest the change by altering a printed version of the current law. Sections to be deleted are crossed out and the new sections or phrases are added in italics or capital letters.

An altered law must also go through the procedure for passage in the legislature The legislators, however, will be more at ease with this type of bill than with the creation of a new law. Its results are somewhat more predictable. (Illustration II shows an amendment marked up for introduction. The words lined through are to be removed and the words underlined are to be added by the amendment.)

Appropriate Money Previously Authorized

Most often what you will need, however, is not a new law at all but simply the appropriation of money authorized by an existing law, or the authority to raise a levy allowed by existing law.

If you are seeking appropriations, you will probably deal with a relatively small number of very influential legislators who sit on the appropriations committees. Of course, the governor, the head of the state library agency, or the secretary of the department under which the state library agency operates will also be involved.

In most states the executive departments recommend budgets to the governor. This is the first point at which you must take action. Meet with the administrator who writes the budget governing the library and convince him to recommend the funding level you want. (If you fail, don't give up. You may still convince the governor to add it).

When you work with the governor (and those who are his closest financial advisors)

§ 54-262. Members ~~and secretary~~ of Board; terms. — The Board shall consist of two licensed librarians, to be appointed for five-year terms, and the State Librarian ~~who shall serve as secretary of the Board~~.

Cross reference. — Compare § 54-1.33.

§§ 54-268. Granting librarians' licenses with or without examination. — The Board shall grant librarians' licenses of appropriate grades without examination to applicants who are graduates of library schools accredited by the American Library Association for general library training, and it shall grant licenses of appropriate grades to other applicants when it has satisfied itself by examination or credentials that the applicant has attainments and abilities equivalent to those of a library school graduate and is qualified to carry on library work ably and efficiently; provided, that the Board may grant, in general emergency conditions, temporary or provisional certificates to applicants who have not met these requirements.

~~Any person not a graduate of a library school accredited by the American Library Association, but who has served as a librarian or a full time professional assistant in any library to which this law applies for at least one year's continuous service or the equivalent thereof prior to July 1, 1937, shall be granted a librarian's license of appropriate grade without examination.~~

~~§ 54-269. Fees for certificates. — The Board shall require a fee of one dollar to be paid by each applicant for a librarian's certificate. Money paid as fees shall be deposited with the State Treasurer.~~

Cross reference. — For present provisions concerning fees, see § 54-1.28:1.

~~§ 54-270. Payment of expenses of Board. — All necessary expenses of the Board shall be paid from the funds appropriated by the General Assembly to the State library upon warrants drawn by the Comptroller upon the presentation of proper vouchers approved by the State librarian.~~

Cross reference. — For present provisions concerning payment of expenses, see § 54-1.42.

§ 54-271. License required to hold professional library position. — No public library serving a political subdivision or subdivisions having over five thousand population and no library operated by the State or under its authority, including libraries of institutions of higher learning, shall have in its employ, in the position of librarian or in any other full-time professional library position, a person who does not hold a librarian's license issued by the Board.

No professional library position as used in this section is one that requires a knowledge of books and of library technique equivalent to that required for graduation from any accredited library school.

No public funds shall be paid to any ~~library failing to~~ person whose employment does not comply with this chapter.

§ 54-271.1. Requiring reports. — The Board may require from libraries covered by § 54-271.1 such reports as may be necessary to determine compliance with the provisions of this chapter and with the Board's rules and regulations.

II. An Amendment To a Bill

6A

check to be sure that your request is in the total budget package. In some states, inclusion in the governor's budget is a guarantee of passage. In some it most certainly is not. (Even if you fail with the governor, you may still win with the legislature).

A request for appropriation will go to an appropriations committee or committees of the legislature. Members of these committees are the most powerful men and women in most legislatures. The chairpersons of these committees, most particularly, exert great influence. They can kill an appropriation simply by never bringing it up. At this point, you can help your chances in two ways. You can get a special library, or education, subcommittee created to deal with your problem, alone, and make sure it presents a desirable appropriation to the whole committee. You can also find one good friend on the appropriation committee who will move the appropriation you want and another who will second it. By understanding the appropriation procedure in your state legislature, you can save hundreds of hours of effort that could be wasted in lobbying the whole legislature and concentrate your efforts on the very few members who count in money matters. In many states the recommendations of the finance or appropriations committees are passed without question by the whole legislature. In all legislatures a positive committee report is essential to getting a money bill passed.

Alter The State Constitution

You may need to change the state constitution. If, for example, you want to extend an existing grant fund in the constitution to cover libraries as a recipient, you may need to amend the constitution provision that established the fund. As school enrollment is dropping, some school construction money is not being used. Libraries are also "educational institutions" and might acquire use of the funds. To alter the state constitution, however, is a very long and much more rigorous process in all the states and actually beyond the simple level of lobbying covered by this report.

Repeal An Existing Law

Finally, you may be interested in repealing a law now on the books.

In taking this action, you need to understand a basic rule of law. The most specific regulation supercedes all general regulations. If you repeal a specific library law, the more general law governing all state agencies will replace it. Be sure that, if there is a more general law, it is one you want before you scrap a more specific law relating to libraries.

Know what kind of legislation you need. Each type of legislation will require

that you contact a different pattern of legislators, agencies and boards and at different times.

In fact, before you go to work to introduce or change legislation find out if legislation is really needed. In most legislatures, there are "unencumbered," "unappropriated," "discretionary," or "unused" funds. These are appropriated funds left at the end of a session, or funds appropriated for an unspent matching grant in which the match was not met or was denied. Sometimes some legislators literally have these funds "in their pockets" to give out to worthy causes in their districts on very short notice. You can take advantage of this as a single jurisdiction only if you know your legislators very well. Remember that such discretionary funds do sometimes exist and consider them when you are planning legislation.

KNOW HOW TO CONTACT A LEGISLATOR

The election process weeds out legislators who don't like people. You will find your legislator warm and outgoing. She/he will want to know you by name and occupation so remind her or him of it often. Don't be offended if she/he forgets you. She/he meets many people every day. Just try again. Get to know that legislator by first name. Asking the legislators for advice helps to involve them in your library problem.

When you place a person in the audience to ask a legislator how she/he feels about libraries, the legislator wants to be able to say: "You all know I am a friend of libraries. Just ask my good friend Jane Doe, your children's librarian. Stand up Jane."

The best place to meet legislators is at home in their district. They may or may not want to talk business there, but they will be most relaxed in that environment and most likely to remember you and the issue. If a legislator's spouse is a library patron, use that fact as an entre. If you are politically active yourself, it won't hurt.

In their offices legislators are very businesslike, and very hurried. They appreciate a short, snappy presentation. Include bill numbers and your major arguments at the beginning of your discussion. Don't waste a legislator's time.

During your visit, legislators will probably not tell you how they plan to vote, but try to get a firm commitment anyway. Always keep a count of known votes. You may be able to swing other legislators by telling them how colleagues they know and respect will vote. Each firm vote commitment can, therefore, win you more. Always go to the legislator's office with more than one person, unless you are the legislator's close personal friend. Then you will have a witness should the legislator make a public commitment to vote for library legislation.

When you plan to visit legislators, always make appointments well in advance. A week in advance is normal. (If libraries announce a mass "library day" visit to the capital, legislators will expect to see librarians in and out all day.) Do not be offended if a legislator is late or is called away in the middle of your presentation. That is normal. You, however, should never be late, and you should not plan to stay long.

If the legislator is rushed, ask to see him or her in the cloak-room off the legislative floor, or during the break in a committee meeting. Be sure you have something substantive to say about your legislation or home district before you make such a request.

Don't be disappointed if you are seen by a legislative aid. This aid is probably a specialist in education or funding and may actually be the person who will influence the legislator's vote. A close relationship with a key aid can be more productive than one with the legislator. The aid may know more about your issue than the legislator and may prepare the position papers which help to determine the legislator's vote. If this happens, talk to the aid with the same skill and enthusiasm as you you would address the legislator and solicit the aid's help and advice. If you want the legislator to know you have been there or if you want the aid to know you are a friend of the legislator, a friendly wave to the legislator as you leave is sufficient. Your legislator needs to see you in the district at least once a year and to see you in the capital once a year.

The telephone is not a good place to make a long presentation. On the other hand, when a bill is just about to come to a vote, the legislator's office will be keeping a count of telegrams and telephone calls on an issue. You can nail down a vote or even change a vote at the eleventh hour with just a few calls from the home district.

Again, the basic rules apply: know the bill number, where it is in the legislative process, when it will come up for a vote and exactly how you would like the legislator to vote. Say all of this succinctly.

Take time to write your legislator in support of a library issue. Letters make a big difference. The best letter is a personal letter written from the heart. Someone will read each of these. A petition or personal letter containing many signatures will be counted, but it will not be read.

A form letter <u>may</u> be counted. It's effectiveness is slight.

A pre-printed, pre-processed, pre-packaged postcard will go in the trash unless there are many hundreds of them. They may even anger some legislators. Use this method

only for some special effect and never more than once.

KNOW WHEN TO TAKE ACTION

Legislation will first be considered at the state agency or your institution during the consideration process. A small, knowledgeable committee could meet with the agency head or administrator. If agreement about need is not reached at this level, you legislative effort may be lost. If your request is for money, it must first appear in the administrator's "budget request." No one will appropriate money which has not been asked for.

If the state agency is part of a larger department of government, the same process must take place at that level. A request for funds will have to get into the larger budget request. Meet with The Secretary of Education or the equivalent office in your state and get a firm commitment that your issue is in the budget.

Try to meet with the governor. Your chances are not good, but the stakes are so high that trying to get a meeting is worth the effort. If you can't talk to the governor, try to find out who his or her most trusted advisors are and meet with them. Talk to the governor's aids. Is the governor's spouse a library supporter? If so, get that help.

In some states anything on the governor's budget will automatically pass. In other states a place in the governor's budget will be a spring board to greater results in the legislature. In some states the governor's budget is just an exercise to be completed. Having your request appear in the governor's budget may have no effect ultimately on your ability to win what you want from the legislature.

LEGISLATIVE EFFORTS

The first steps in getting legislation through the legislature all take place behind the scenes and are best undertaken by individuals talking to individual legislators.

You need an individual legislator to offer your bill in the state legislature, or to submit your appropriation request to a finance committee. You also need seconders and co-sponsors. Once your bill or request has been submitted, you next task is to influence the members of the committee involved.

KNOW WHAT TO DO FOR A COMMITTEE HEARING

If you get a committee public hearing, and that is very likely, you will then want to have a large crowd of supporters attend the meeting. You can pack the house with supporters at the public hearing and often win over the most reluctant legislator.

Start planning the hearing the moment your bill is accepted in the committee. Urge each librarian in the state to bring a prescribed number of people. Suggest that the large institutions or jurisdictions rent a bus and bring a busload.

Be sure you have three or four very good dramatic speakers who will talk about facts and figures, not generalities. Be sure you have carefully rehearsed what they will say. Particularly look for statements which may offend a legislator unintentionally and delete or soften them. Be sure your speaker can talk extemporaneously without a text and handle questions from the legislators without becoming flustered or defensive. In many states speakers must sign up well in advance to speak. In some cases, days in advance. All speakers will have time limitations. Find out the procedures at hearings by calling the House or Senate Clerk's Office.

Be sure you have an information packet for each person attending. After the hearing your supporters can visit their legislators and inform them about the issue and begin lobbying for their vote.

Be sure you have a sign-in sheet. You will want to know how many people are there? You will want to know how to reach them, if you need to bring them out again? You will want to know all the celebrities you have brought so that, if the legislators give you a chance, you can introduce them. You also need to recognize important and influential people who may turn up at the last moment and who are "must speakers". You will want to get some well known individuals who do not speak before the committee to meet and talk with the legislators privately in the breaks, or at the end of the meeting.

Be sure all branches of the press are there and that they know who will speak for your cause. Give the press basic information about those who will speak for you. Tell the press who these people are, where they come from and how to spell their names.

Strive for the unexpected and heart warming. Don't forget to touch emotional chords by including the "little person" among your speakers. Use large, clear and visible displays. Bring enough substantial stands to display them.

Be sure the state librarian, members of the state library board, the secretary of education, the superintendent of public instruction, the college presidents are present and introduced, but don't include them as speakers. Most of these people will be called by the committee in less public forums to express their opinions. You need them here as "window dressing." Without them, however, your cause may be suspect.

Be positive and not critical of the legislators, the legislature or the governor.

The legislators will seem bored and inattentive. Legislators are an audience which must be won over by a strong, pithy, imaginative presentation. If so many people turn up that the hearing must be moved from a small room to a big one to accomodate the group, the battle is won.

Many legislators do not turn up for a public hearing. Be sure you have personal assurances from as many as possible that they will be there. Then go to their offices and walk them down to the meeting if you can. The show is lost on a legislator who did not see it.

All hearings are deliberately called at the least desirable time - usually early in the morning on a weekday.

You will be expected to hand enough typed copies of your testimony to the clerks to allow distribution to all the members of the committee. You may be asked to cite the sources from which your figures come. Always have the footnotes at hand.

Expect loaded questions from the legislators.

Public hearings are circuses. Enjoy them and make them fun for the legislators.

Follow up all hearings with a careful vote count and profuse "thank you" messages to legislators. Be sure everyone sends a "thank you" to the legislator who sponsored your bill.

If your legislator did not vote the way you wanted him to "don't get mad, get even." Go home and organize a campaign to replace him with a representative who will favor libraries. Remember one library board member became President of the United States (Jimmy Carter). Angry words are wasted and may hurt your credibility with friendly legislators. All legislators understand a campaign of opposition.

KNOW HOW TO UTILIZE STATE LIBRARY HELP

A question librarians often ask is "What political action can we expect from a state library agency?" The answer differs so greatly from state to state that any remarks must be very general. Some state agencies are leaders in library lobbying, but most must work behind the scenes. Remember that state librarians are, in most cases, part of the state bureaucracy and must do what their supervisors or the people who appoint them allow them to do.

State librarians may be directly appointed by the governor. These librarians cannot oppose the governor, or intervene with the legislature in policy set by the governor, unless the governor frees them to do so. Some state librarians are under a department secretary, some under a governing board and some very far down in the state government organizational chart. Do not expect your state librarian to be your

only lobbyist. If you have a state librarian who can lobby, you are lucky, indeed.

On the other hand when asked to do so by the governor or legislature, the librarian is free to speak. The state librarian will always be called on to testify at some hearing and that testimony will be central to the success of any legislation you plan.

The state library also has the obligation to report on the health of the state's libraries and to promote their quality and their use. In this mandate lies a wealth of statistical, publishing and other support activities which will be essential to a state association's legislative campaign. The state library may also have private money to marshal in support of the cause for which libraries are lobbying.

Do not count on the state library to initiate a legislative program, or actively spearhead a lobbying effort. Get their "go head" before you start, however; consult with them throughout and use every bit of logistical and practical support you can get from them. The state library's active aid can make the difference between success and failure of your efforts.

B. DEVELOP A GOVERNMENT RELATIONS PROGRAM

Some government relations programs are simple, informal and inexpensive while others are tightly organized and well-funded. Any group planning to influence legislation on a regular basis should develop a government relations program. There are several forms such a program can take. As an organization becomes more sophisticated in its efforts to influence legislation, it may expand the scale of it governmental relations program to include several of the components discussed in this section.

USE LOW COST METHODS OF INFLUENCING LEGISLATIORS

Whether you are operating as a representative of a legislative network or trying to develop a rapport with your legislators as a local library, there are many ways to win the hearts and catch the eyes and ears of elected officials without spending very much money. Here are a few.

1. Put your legislators and all other local officials on your mailing list to receive newsletters, pamphlets for various programs and special events and any other mailers which you are already sending to citizens in your service area.

2. Invite your local legislators to speak at a library reception, branch dedication or other special event, thus focusing local attention on them. You will provide them an audience and, while they are there, you can explain to them all of the programs and services your library is offering.

When legislators accept your invitation, help them out by sending information

which they can use to prepare their remarks. Also, tell them who will attend and how many people you expect to be at the event and any special information you would like them to mention.

And, when they arrive, try to have the local TV station or news reporters there to give them some publicity for their efforts.

Give them a little souvenir to take away with them to remember the occasion such as a certificate of appreciation or a special membership in the FOL. And, by all means, give them a library card if they don't already have one. Some libraries issue special "gold" life membership cards.

Of course, send the legislator a nice thank you note several days later.

3. Find out the dates of birthdays, anniversaries and other days which are special to your legislator, and send a card or personal note to commemorate the occasion.

4. Find out your legislators' interests. If one of your legislators is a rabid fisherman, tell him about the newest book your library has on this hobby. Better still, tell him that you are sponsoring a program on angling and ask him to bring his fishing gear to show the citizens who attend. Even if he does not check out the book or attend the program, he will know that his library has something of interest to him.

5. Find reasons to call upon a legislator at the local office. Its' Library Week, Children's Book Week, Be Kind to a Librarian Month, whatever. Bring a gift in honor of the occasion. Note: When giving gifts, never spend a lot of money. You would not want to give the impression the library is spending public money inappropriately. Do, however, give a nice, small gift that can be displayed on a desk or book case such as a mug with your logo on it, or a paperweight with your logo on it. Something simple and visible will remind the legislator of the library.

6. Invite your legislator to be a guest host on your local cable TV show (if your library does cable programming), radio program, or to come with you when you are a guest on a program to speak about something that she/he knows quite well. For example invite a black city councilman to host a library radio show during Black History Month, or do a cable TV program on How a Bill Becomes Law using library materials to explain the legislative process. Try attracting a male audience by bringing together officials who were former athletes to talk about how sports build politicians.

7. Write your legislators notes about special awards or recognitions your library has received because you are sure they would want to know.

8. Hold an annual pilgrimage to the state capital. Some states have annual legislative

receptions in the state capital during the legislative session every year.

This has several advantages:

- It is a date on which library friends may plan to visit their legislators once a year.

- It keeps libraries in the legislator's mind.

- It can involve a large number of librarians easily.

- It is a chance to let people know what legislation is being considered and where it stands.

- It gives legislators an opportunities to meet large numbers of people informally. Here is a chance to present a positive image for libraries and to thank publicly those legislators who have worked for your cause. Legislators also like to be seen and to circulate. They often will make command appearances at such gatherings because someone they need will be there, such as the speaker of the house, the governor or the politically influential persons. A library party or meeting might want to recruit one of these notables as a titular co-sponsor or honored guest to assure a large attendance by members of the legislature.

There are some pitfalls to an annual legislative reception, however:

- It can become a closed club on its annual outing.

- It can give you the feeling you are doing something tangible when you have actually won no commitments.

- It can end up attracting very few legislators, or not bring out the legislators who will actually vote on library legislation.

- It can make your issue look unpopular if the public does not turn up.

- It can consume funds that might have been used better for a lobbyist or informational publications.

- It can be overused.

- Some legislators are invited to so many such events in a session that receptions lose their appeal.

- It can seem to be trivial and purely social.

All in all such meetings, when operated efficiently and with propriety, are an excellent idea.

All of these efforts may appear rather frivolous. When the time comes, however, to ask your legislator to sponsor a very important bill for you, the legislator will know who you are, a little about what you do and have a positive attitude toward your library and libraries in general.

CREATE FORMAL STRUCTURES FOR GOVERNMENTAL RELATIONS.

Coalitions

This subject requires some coverage because this term has become so popular in library legislation circles. The first piece of advice concerning coalition buildings is "be careful." There are good coalitions and bad ones. The good ones are those which have a natural affinity for library issues, regularly lobby in the capital and maintain a positive image among the legislators.

Senior citizens groups are a good example of a coalition which could act as an effective spokesperson for the library. Seniors use the libraries heavily and are, therefore, likely to consider its support "their" issue. Senior citizens often have the time to spend in the capital and time enough to talk to the legislators about many issues including those of libraries. Contrast that to the professionals such as insurance agents or bankers who either may have no reasonable way to mention libraries during their lobbying or who will blitz the legislature on one issue one day and not have time to go back again. These groups need to use their limited time to talk about their issue.

Some coalitions support unpopular issues. Affiliating with such a coalition partner may cause its reputation to rub off onto libraries losing you some old votes and gaining you no new votes. An example of just such an issue is abortion. Whatever your personal attitude on this issue, you should not lobby for it when you are lobbying for libraries. Many legislators have strong feelings on this topic which you do not want them to link with libraries.

If you choose to join up with other groups for coalition building, find groups which evoke a positive image as libraries do. Unlike almost any other institution, libraries do not evoke images that are painful or unpleasant. Libraries are popular. Librarians give help, confort, caring, assistance and a friendly ear to great numbers of people. They seem to ask for nothing in return. Most materials and services are free. Most materials and services can be used without restriction. Further, most libraries do not threaten other public institutions because they are too small to compete in the same arena. Use this positive image of libraries in any political campaign. More important, do not jeopardize this valuable image by linking it, through coalition, to groups which do not enjoy the same measure of public confidence and trust.

Another way to measure the potentially damaging effect of a coalition partner is

to ask if one of your legislators would be embarrassed, or risk losing votes in his home district if he had to appear on a platform with a representative of that group.

All organized lobbies are eager to establish coalitions with libraries. Why not? We are winners!

A STATEWIDE LEGISLATIVE NETWORK

A statewide legislative network is composed of librarians, citizens, trustees, or Friends of the Library in each legislative district or county throughout the state. These people act as the communications link from a base in the state capital city to legislators and library supporters in their home districts.

There are two main purposes for a statewide network. One is to provide a quick and direct line to the ears of local legislators. The other is to maintain a ready communications link with local library constituents to provide them with information about library legislative activities and, when necessary, to mobilize their support quickly.

1. Who organizes a network?

The quickest way to organize a network is to select the library agency or organization that is best prepared to act as the base for the network. Take advantage of what is already in place. This group could be the state library association, the state library agency or the state Friends of the Library group, but it is helpful for the agency to have an office in the state capital.

Some states prohibit or frown upon government agencies involving themselves in so-called political activities. The network does not have to be a PAC, nor does it have to spend money on political activities. It is simply a governmental relations organization. Almost every government agency is permitted a legislative liaison or governmental relations/public information person.

While one agency, and only one, should be the actual home base of a network, all library organizations in the state should be included in some way as a part of the network.

2. How do you structure a network?

Take advantage of divisions or regional structures already in place in your state. If the state is divided into library service regions with regional coordinators, use that as your structural chart and use the savvy of the regional coordinators. If your state library association has regional divisions, you may wish to use that as your geographical structure with division coordinators as your network coordinators. Likewise, if there is at least one Friends organization in each county, use a member of

that Friends group to act as the county network coordinator.

Because anyone appointed to work as part of the network is probably already busy in other job and community activities, you will not want to place a large burden on one person. At the same time you will have to establish a system of accountability so the network does not break down. Spread the work out but create an organization with levels to keep tabs on each other.

Fred Glazer, head of the West Virginia State Library Commission, has developed a grass roots and librarian network organization which many other states can only dream about. He has nurtured it over a period of years, and keeps it supplied with information on a regular basis (not just during a crisis) so that members of the network are ready to function on short notice.

If you do not currently have anything resembling this kind of a statewide network, you can tap the interest and willingness of librarians and patrons and build one.

Here's how.

Lets assume your state has a statewide Friends of the Library group which could form the nucleus of a network. Your state library association has offices in the capital which can be used as the network's headquarters in the capital city.

The Friends have two qualities important to a network.

An FOL organization exists in every county. While not every library has a FOL organization, at least one currently exists in every county in the state.

The FOL has the support of the state library association. The association, itself, already organized into five regions--north, south, east, west and central.

To begin to form a network, set up a system of organization for key people.

A State Network Coordinator--This person is very important to the success of the entire network. She/he must have a knowledge of libraries and of the state legislative process, have good public relations skills, and be a firm but friendly administrator (remember, we are dealing with volunteers and you have to be nice but persuasive). The State Coordinator should be a good communicator and reside in or near or be able to travel often to the capital city. The network coordinator need not be an expert on libraries or even a professional lobbyist. This person must be able to seek and receive information, sift it out, translate it from bureaucratese into simple and concise English and transmit it to subordinates in the network chain. The coordinator should pursue aggressively the practice of gaining information from the library lobbyist, the state library agency, and the state association, and the legis-

lature to obtain all information pertinent to the profession and the constituents out in the field.

Should a mobilization of the troops be necessary, the network coordinator must be both creative and a good organizer of people.

Regional Coordinators--These people should be appointed by the state coordinator who might seek suggestions for nominees from state library groups. In establishing a network librarians may find that district or division heads of the association or state agency already perform many of the functions of regional coordinators. If not, a trustee or a librarian or patron with qualities similar to those of the state coordinator should be appointed as regional coordinator. This official must know the people and region well. In order to have quick and easy access to regional news outlets, it would be ideal if the regional coordinator lived in the largest city in the region. As a matter of fact, it may be wise to divide the state into regions based on media markets for TV, radio, and newspapers.

County Coordinators--The regional coordinator should select the person most qualified for this post in each county and should make the appointment. County and city coordinators are responsible for maintaining regular contact with local legislators and library employees, either individually or through a committee. The county or city coordinator might want to assign a local person who already knows the legislator and his/her family, who sees him socially or through business, a person who has either supported this legislator politically and is a member of the same party or at least not a known supporter of the other party.

The person who makes the actual human contact with the legislator at the local level is very important. That person should have some mutual interest with the legislator.

3. What do all these people do? They pass information back and forth on a regular basis and develop an on-going governmental relations program.

Each regional and county coordinator should receive a kit of information from the state coordinator including:

**Names of legislators in the counties.

**Names of libraries in the region with the names of directors, FOL presidents, trustees.

**Names of regional systems and consortia in the region with a listing of directors.

**Information about library funding in the state, including statistics on circulation, collections, etc.

**Information on plans in the works for improving library services and funding.

**Information on bills about to be introduced or in the works.

In turn, the county coordinators should share information about their local legislators with the state coordinator. Some of the kinds of information of interest to a library network are the legislator's birthday, positions on various areas of general concern that relate to libraries including censorship, attitude toward public employees, degree of sympathy and support for library issues, etc. The state coordinator will then keep a master file on each legislator and will have information available when it is needed.

As the focus of such an on-going informational program, the legislators will increase their awareness of libraries and library needs and concerns. More important, each legislator will recognize two familiar faces associated with libraries (the state and county or city coordinators). As a result of the network, legislators will develop a fine, solid, positive attitude about libraries. When the time comes to ask for their assistance on a bill, the coordinatiors will already have opened the door for communications.

4. Who finances this project?

Some expenses for printing, paper, phone, office space, etc., can legitimately be absorbed by a state library agency or association or local library system. Regional and county coordinators will probably have to be volunteers committed to libraries who will absorb their own costs for phone, postage, mileage, etc.

In this hypothetical instance, however, since the FOL is the lead agency, perhaps the friends could provide financial assistance.

A PROFESSIONAL LOBBYIST

A government relations function which is still a topic of controversy among politically active librarians is the hiring of a professional lobbyist. Experience makes us strongly advocate such a decision.

There are many misconceptions about politcal lobbying. One is that the lobbyist is somehow connected with political graft, resented by legislators, or at least underhanded in his or her dealings. Another is that an organization hires a lobbyist to run a legislative campaign for it. None of these assumptions are true.

Most lobbyists represent dozens of special interest groups, and political issues, not just one. Many groups hire lobbyists to monitor specific activity in the capital on a daily basis and to advise these individual groups about their most effective responses.

In this publication we have outlined the steps in the legislative process. In doing so we have, in fact, greatly simplified that process. The possibility always exists that some event will occur during the process about which you are unaware that

will derail your issue. It is the lobbyist's business to tell you "the deadline for this budget change is such and such...You had better get together with this administrator and see that he makes the deadline." A lobbyist will know the names and responsibilities of the governor's advisors and aids and can tell you which one you should contact and how to make the contact. She/he will know shortcuts you can take. She/he will know how the vote is lining up on your issue. She/he can tell you when a local librarian should go to his or her legislator and speak for the library issue so that the legislator does not change his or her vote or falter at the last moment.

The lobbyist can rehearse speakers and tell them when an apparently innocent statement will be offensive to one of the legislators. The lobbyist can tell an organization who should speak for it and who should be kept quiet. The lobbyist probably can anticipate which individuals will support the library issue at the final vote.

The things a lobbyist cannot and should not do for you are the following: decide what you want to do, make the actual contacts with the legislators, write legislation, or decide what issues are most important and which can be compromised. Library supporters are the best people to mobilize public opinion in support of lobbying issues.

It is hard to imagine getting a piece of major legislation through a legislature without the help of a lobbyist. Legislators generally like lobbyists. They find lobbyists a reliable single source for information on an issue. Compaigns which use a lobbyist are more professional and do not waste the legislator's time. The lobbyist can guide the legislator to knowledgeable people to educate him or her on the issue.

Many lobbyists have reputations for absolute honesty and will prevent the people they work for from misleading legislators. Hyperbole or misrepresentation can kill a piece of legislation faster than anything else. Lobbyists will monitor this tendency of their clients. Lobbyists will also let their clients know what is realistic and prevent their clients from wasting everyone's time with concerns which cannot be achieved.

Finally, lobbyists can also advise their clients about current law, thus avoiding redundancy and bad law.

Libraries have several distinct advantages in their negotiations with a lobbyist on price. Be sure to point them out.

- Lobbyists know we are poor.
- Lobbyists know we are non-profit.
- Lobbyists know we are working in the public interest, not for our personal gain.

- Lobbyists often are library lovers and will work for us out of love at a fraction of what they would charge their other clients.
- Lobbyists know we are not very litious; we sponsor a limited number of bills each year, and our bills are not too controversial. Consequently, for most lobbyists we can be a smaller account and pay less. Yet libraries are well liked and visible. By representing us, the lobbyist acquires some of the positive image.
- Lobbyists may have librarians for relatives or friends and are willing to offer them low cost help.
- Lobbyists know we may need them only once in a while, not every year.

A lobbyist's salary can be paid in great part by an association without endangering the association's non-profit status under the IRS. In most cases some associations can devote 20% to 25% of their income to lobbying. Check the new IRS code on this as it varies according to the size and income of the association.

Money can be raised privately by a Political Action Committee. Private donors can be found. Book publishers, wholesalers, and supply vendors might help. Friends of the library across the state can all contribute. Some local governments, colleges or schools are willing to help, and may lend their lobbying skills to the library community. Private industry may be willing to share lobbying costs. The state league of counties and cities is a lobbying agent and may offer you its services. Many university lobbyists could be informed and helpful because education causes are akin to library causes. In short, probably every association could find a way to get help from professional lobbyists.

There should be one individual in the association delegated to instruct the lobbyist. In one state a locality was so convinced of the profit to them of effective library lobbying that they were willing to allow their library director one day a week in the state capital during the session to lobby and work with the lobbyist.

Draw up a formal letter of agreement with the lobbyist. (Illustration III: Letter of Agreement) Have the lobbyist come to some library meetings, speak to some library groups and answer questions. Any good lobbyist will expect to do this as part of his or her service.

Do not be afraid of lobbyists. They are as essential a part of the legislative process as are the legislators themselves. Without lobbyists, the wheels of government would grind much more slowly and produce much less.

State college and university libraries often say they have a special problem when it comes to lobbying because their institutions have a particular lobbyist for the

Letter of Agreement for the Year 1984

Between the Virginia Library Association and
Melanie Rhoades as its Legislative Liason.

This letter will cover the period December 15, 1983 through December 15, 1984 and will be signed on or before December 15, 1983.

Melanie Rhoades agrees to perform the duties of lobbyist for the Virginia Library Association with the Virginia General Assembly, Governor's office and state agencies advising the association of appropriate action, advising the association of existing and pending legislation relating to libraries, aiding the association in working for or against legislation as requested by the president of the association and the chairperson of the Legislative Committee recommending public relations activities to help in this and regularly consulting with the president and the chairperson of the Legislative Committee on pending matters of state finance or law relating to libraries.

Harriet Henderson or the chairperson of the Legislative Committee and Tim Byrne, or the president of the Virginia Library Association are authorized to speak for the association in actions relating to the responsibilities and tasks of Melanie Rhoades and are authorized to re-negotiate this agreement for 1985. They will further keep Ms. Rhoades aware of association actions and goals in legislative matters and may ask her to report to the VLA Council.

A fee for this service is to be negotiated by the above in consultation with the VLA Treasurer by December 15, 1983. That fee to be paid totally by the Virginia Library Association from the budget for the Legislative Committee adopted by the Executive Committee. The fee is to be paid in two equal installments: one on December 15, 1983 or at the time this letter is accepted by all the parties, the other to be paid on March 1, 1984. The agreed on total annual fee is $_____. This is a flat fee and is understood to include all Ms. Rhoades' office and travel expenses.

Any agreements entered into before December 15 were contingent upon income from the Virginia Library Association Conference and will, therefore, be replaced by this letter.

Tim Byrne President Virginia Library Assoc.	Melanie Rhoades Legislative Liason Virginia Library Assoc.

III. Letter of Agreement With Lobbyist

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whole institution. Sometimes the president of the university is that lobbyist. Academic librarians say that the designation of a lobbyist to represent the interests of the school prevents the librarian from being politically active on behalf of the academic library alone.

A question of universal concern to librarians is "How far can the individual librarian go as a lobbyist and still live within the system?" At least one public librarian in a state legislative campaign was told by his city manager not to go to the state capital, give releases to the newspapers, or actively lobby for state funds. This is, however, very much the exception and not the rule. Most cities and counties are eager to get more state money no matter whom it benefits. Although most large cities actually have a department devoted to such lobbying, the municipal lobbyists are always eager to have an agency lobby on its own as long as it coordinates that activity with the city's general lobbying effort.

Not only is it politic to clear your planned lobbying efforts with local government officials, but also you may find out your city, county, or town gives a "legislative package" of most needed projects to the state legislators each session. If that is the case, your first lobbying step should be to elevate the library's legislative program high on that list.

We suspect the same is the case with college and university libraries. Even if your president considers lobbying in the state capital his own private responsibility, he will welcome your aid on behalf of the academic library. So it was reported by two university presidents who were consulted. In fact, you will probably find if you are successful in the state capital on behalf of libraries, the library's funding battles on the campus itself will be much easier to win.

A POLITICAL ACTION COMMITTEE (PAC)

Perhaps the most controversial political action question of all for librarians is whether libraries should have a Political Action Committee (or PAC). This lobbying tool is also often misunderstood.

PACs are formally organized groups supported entirely by individual private donations. PACs use the money they raise to aid, or contribute to the campaign fund of politicians who support the ideas or programs the PACs support.

The concern of librarians is that organized political contribution for a specific purpose subverts the political process. We do not think so. Contributions given in hope of political gain is, now, and has always been, part of the political process. The only change PACs have created is allowing people with common interests to band together to raise the money. PAC members can then exert the same kind of influence

on legislators that the wealthy always have been able to exert.

Another concern raised by PACs is whether their activities constitute a sort of bribery to force a legislator to vote for an issue. If the PAC contributes to the campaigns of politicians who supported libraries before the contributions were made, it is hard to visualize PAC contributions as a bribe. In such cases librarians are simply doing their best to guarantee that the legislators who are now friends of libraries stay in office. Most legislators say they do not look at the PAC list supporting them before they vote.

Any library group considering a PAC, however, should be aware that these devices have become the target of major campaigns by several groups including Common Cause. Legislators in Washington are planning bills to outlaw this form of political contribution. The ALA Washington office warns that several congressmen have indicated that an effort to influence library-related legislation through contribution would seriously affect the attitude of these legislators in regard to library efforts. PAC's can seriously jeopardize legislation.

Explains the ALA Washington Office, the amount of money that a library PAC could raise would be minimal compared to that available to corporate PAC's. Consequently, the effect that library PAC spending could have on the legislative process would be dwarfed by that influence available to industry-sponsored PAC's. Furthermore, once a group forms a PAC and begins to make contributions, the word gets out and everyone expects to benefit from the funds. Libraries cannot raise enough money to make contributions on the scale that would be necessary to assure passage of library-related legislation. When a PAC is supplying funds, those who do not receive a contribution may have more effect on the vote on library matters than those who do receive contributions.

In their very nature, libraries have the opportunity to make a greater contribution than money to legislators they wish to help. They can use their own skills and resources. Perhaps the legislator librarians wish to support has interests in other substantive areas. A librarian who knows this could offer to prepare a bibliography on the topic or research information for speeches the legislator may need to give. Such efforts will release the legislator's own staff to pursue other matters. In effect, the research help which the librarian gave may be much more valuable than the amount of money which could have been contributed. The bibliography could also be made available by the legislator to his/her constituents benefitting not only the politician but the library which prepared the material.

The decision whether or not to develop a PAC is a decision a library support group must make independently based on situations within each state. As it is a private

matter, it does not require universal consent in an association. Money, however, is the second most powerful political tool next to the voting booth in effectiveness. Without that tool, libraries will always be playing in the "little league."

Any individual interested in libraries can create a PAC. Individual librarians and friends can contribute but so can incorporated "Friends of the Library" or private library governing boards. A library group interested in forming a PAC should familiarize itself with IRS regulations in regard to non-profit status and with state laws governing political contributions. (See Illustration IV for an example of an instrumen creating a library PAC and Illustration V for official PAC form filed with the state.)

Although a library association does endanger its tax status if it decides to administer a PAC, the association can assist a PAC in its fund raising without involving the association in the PAC.

Here are three alternatives which have been used effectively by associations to help fund a PAC.

1. Include on the association membership application a box for library supporters to check if they wish to include PAC dues in the same check as membership dues. The Association must cash all checks and account for each PAC contribution when forwarding PAC funds to the PAC. The simplest method is to put a "check off" on you association's membership form allowing members to choose to join the PAC and add the PAC membership fee to the check made out to the association. This does require very careful bookkeeping to be sure that the association does not retain any PAC funds.

2. A much safer and surer way (but one which may reduce the funds collected for the PAC and cause some confusion) is to collect the funds seperately. Have a "check off" on the membership form so that members can indicate their desire to contribute to the PAC. Then require that members submit two checks - one for association dues and one for PAC dues.

3. The most elaborate, but still perfectly legal, way an association can help the PAC raise money is to appoint an officer of the association as a trustee of the PAC with fiduciary power to transfer funds. It then does not matter how the checks are made out because that officer can make the fund transfers. (Illustration V: Form for PAC funds transfer)

If you want further information on associations and their relationships to PACs the following book will help.

Webster, George, Political Action Committees: A Guide to Association Involvement in the Political Process. American Society of Association Executives, 1101 16th St., N. W., Washington, D. C. 20036.

ARTICLES OF GOVERNMENT

OF THE

FRIENDS OF VIRGINIA LIBRARIES

POLITICAL ACTION COMMITTEE

ARTICLE I

Name

The name of the Committee shall be the Friends of Virginia Libraries Political Action Committee (hereinafter called the Friends). The mailing address of the Friends shall be P. O. Box 14601, Richmond, Virginia 23221.

ARTICLE II

Purposes

The purposes of the Friends are:

(a) To encourage persons showing an interest in library service in Virginia to know and understand the nature and actions of their government, the important political issues, and the records of incumbents and candidates, especially those who support positions favorable to libraries.

(b) To stimulate librarians and persons interested in libraries to take a more active and effective part in governmental affairs.

(c) To assist persons interested in the future of Virginia's libraries in organizing themselves for responsible and effective political action.

To further these purposes, contributions may be received and monies contributed to assist, by means of direct financial contribution, candidates for public office who are believed to be in general agreement with the objectives of the Friends. The Friends shall not be affiliated with any political party.

ARTICLE III

Board of Trustees

Section A - Duties
The Board of Trustees shall have general supervision and control over all the affairs and funds of the Friends and shall establish and carry out all policies and activities of the Friends.

Section B - Composition
The Board of Trustees shall consist of seven (7) members.

Section C - Selection and Terms
The members of the Board of Trustees shall be elected by the membership of the Friends and shall serve for a term of one year. A member many serve one or more successive terms.

IV. Organizational Statement of PAC

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ARTICLE IV

Officers

Section A - Designation, Selection and Terms
The general officers of the Friends shall be a Chairman, a First Vice-Chairman, a Second Vice-Chairman, a Treasurer and a Secretary, and shall be appointed by the Board of Trustees for a term of one year. Officers shall serve until the Board of Trustees' meeting following the completion of their terms of office. Officers may serve one or more successive terms. The offices of Chairman and Treasurer may not be held simultaneously by the same individual.

Section B - The Chairman
The Chairman shall be the chief executive officer of the Friends and shall be an ex-officio member of all committees and subcommittees. He shall preside at the meetings of the Board of Trustees and shall appoint all chairmen and members to all committees subject to the approval of the Board of Trustees.

Section C - The Vice-Chairmen
The first Vice-Chairman shall preside at the meetings of the Board of Trustees in the absence of the Chairman and shall attend committee and subcommittee meetings as directed by the Chairman.

The second Vice-Chairman shall preside at meetings of the Board of Trustees in the absence of the Chairman and first Vice-Chairman and shall attend committee and subcommittee meetings as directed by the Chairman.

Section D - Treasurer
The Treasurer shall be the custodian of the funds of the Friends and shall establish and maintain a special account for the funds of the Friends. He shall be the financial officer of the Friends, shall give a financial report at each annual meeting, and shall keep a detailed account of:

(a) All contributions made to or for the Friends.

(b) The full name and mailing address (occupation and the principal place of business, if any), of every person to whom any expenditure is made, the date and amount thereof and the name and address of, and office sought by, each candidate on whose behalf such expenditure is made.

(c) Receipted bill, stating the particulars, for every expenditure made by or on behalf of the Friends in excess of one hundred dollars ($100.00), and shall file with the appropriate officials reports of receipts and expenditures on prescribed forms.

The Treasurer shall disburse all monies of the Friends in accordance with the instructions of the Board of Trustees. Upon appointment of a successor, all records after audit are to be turned over to the new Treasurer within thirty (30) days after his term of office expires. The Treasurer shall give bond in such sum as may be fixed by the Board of Trustees, premium on such bond to be paid by the Friends.

Section E - Secretary

The Secretary shall keep inutes of all meetings of the Friends and the Board of Trustees, a roll of all contributions to the Friends, and perform such other duties as might apply to such an office.

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ARTICLE V

Meetings

Section A - Stated Meetings

The Board of Trustees shall meet semi-annually at such time and place as may be determined by the Chairman.

Section B - Special Meetings

Special meetings of the Board of Trustees may be called by the Chairman on his own initiative, or upon written request of two members of the Board of Trustees.

Section C - Notice

Written notice of meetings shall be given not less than ten days prior to any meeting, but any meeting may nevertheless be called by the Chairman on scuch shorter notice, given orally or writing, as he may deem necessary.

Section D - Quorum

A majority of the members of the Board of Trustees shall constitute a quorum for all meetings.

ARTICLE VI

Political Contributions and Expenditures

All political expenditures and contributions from funds of the Friends shall be made by the Treasurer at the direction of the Board of Trustees.

ARTICLE VII

Dissolution

The Friends may be dissolved at any time by the Board of Trustees. Upon dissolution, all residual funds retained by the Friends shall be paid over to a non profit library related organization or as otherwise directed by its Board of Trustees.

ARTICLE VIII

Amendments

These Articles of Government may be amended by the Board of Trustees of the Friends of Virginia Libraries Political Action Committee as necessary.

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COMMONWEALTH OF VIRGINIA
STATE BOARD OF ELECTIONS
RICHMOND, VIRGINIA 23219

◊ STATEMENT OF ORGANIZATION
FOR A COMMITTEE
(other than a candidate's campaign or political party committee)

☒ New Statement — Calendar Year 1981. — ☐ Statement Amendment

Full name of committee: Friends of Virginia Libraries

Mailing address and ZIP code: P.O. Box 14601
Richmond, Va. 23221 Telephone number:

Affiliated or connected organizations: N/A

Name of affiliated or connected organization	Mailing address and ZIP Code	Relationship

Area, scope and jurisdiction of the committee:

(a) Will this committee operate in more than one city or county? YES
(b) Will it operate in more than one delegate or state senate district? YES
(c) Will it operate on a statewide basis in Virginia? YES
(d) Will it primarily support candidates seeking ☒ State or ☐ local office?
(e) Will it promote or oppose a referendum, constitutional amendment, or other question to be submitted to the voters? NO

Identify by name, address and position, the committee's custodian of books and accounts:

Full name	Mailing address and ZIP code	Committee title or position
Lawrence L. O'Brien	3904 Dover Road Richmond, Va. 23221	Treasurer Office telephone No. 358-4444

List by name, address and position the other principal officers of the committee, including the chairman and treasurer if not identified in question 4 above and members of the finance committee, if any:

Full name	Mailing address and ZIP code	Committee title or position
E.S. Jaboson	P.O. Box 631 Staunton, Va. 24401	Chairman
Robert L. Zimmer	1647 Parkwood Circle, Apt. 2 Lisbon, Va. 22090	Vice-Chairman
Ann Heidbreder Eastman	713 Burruss Dr., N.W. Blacksburg, Va. 24060	Vice-Chairman

A statement to be filed each calendar year in which a state or local office election is held.

Limit additional information on separate continuation sheets appropriately labeled and attached to this Statement of Organization. Indicate in the appropriate box above when information is continued on separate page(s).

Jean Freimarck 2535 Alice Secretary (OVER)
Charlottesville, Va.

Full names of candidates	Mailing address and ZIP code	Office sought	Gen.	Spec.	Party
Charles S. Robb	612 Chain Bridge Rd. McLean, Va. 22101	Governor	X		Democrat
Richard J. Davis	P.O. Box 1981 Richmond, Va. 23215	Lt. Governor	X		"
Gerald L. Baliles	P.O. Box 164 Richmond, Va. 23213	Attorney General	X		"

(b) If this committee is supporting the entire ticket of a party, give name of party:

V. PAC Form Filed With The State

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25A4

(c) List any referendum, constitutional amendment, or other question to be submitted to the voters which this committee is promoting or opposing: N/A

Description of referendum, amendment or question	Promote	Oppose

7. Does this committee plan to stay in existence beyond the current calendar year? YES
If so, how long? indefinately

8. In the event of dissolution, what disposition will be made of residual funds? They will be paid over to a non profit library related organization.

9. List all banks or other repositories in which the committee deposits funds, holds accounts, rents safety deposit boxes or maintains funds:

Name of bank, repository, etc.	Mailing address and ZIP code

10. List all reports required to be filed by this committee with State and local jurisdictions, other than reports required under this Act, the names, addresses, and positions of the recipients of the reports:

Report title	Dates required to be filed	Name and position of recipient	Mailing address and ZIP code

Submit additional information on separate continuation sheets appropriately labeled and attached to this Statement of Organization. Indicate in the appropriate box above when information is continued on separate page(s).

VERIFICATION BY OATH OR AFFIRMATION

OMMONWEALTH OF VIRGINIA

DUNTY/CITY OF _____ ss.

_____ (Full Name of Treasurer or Appropriate Person), being duly sworn, depose (affirm) and say that the formation in this Statement of Organization is complete, true, and correct.

_____ (Signature of Treasurer or Appropriate Person)

bscribed and sworn to (affirmed) before me this _____ day of _____, 19__.

_____ (Notary Public)

EAL) My commission expires _____, 19__.

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REALTOR®/REALTOR-ASSOCIATE®

STATEMENT

NAR-VAR-LOCAL BOARD DUES

NAR DUES	$41
VAR DUES	$30
RPAC CONTRIBUTION*	$10
LOCAL BOARD DUES	+$—
TOTAL	$—

..... Corporate Check

..... Non-Corporate Check

*RPAC contributions are voluntary. You may contribute more or less than the amount shown. If you decide not to contribute, please deduct this amount from your total bill. Inclusion of a RPAC voluntary individual contribution authorizes a Trustee to separate the contribution from your dues and forward the contribution to RPAC of Virginia. RPAC voluntary contributions are not deductible as a business expense. At least 40% of all non-corporate contributions, and additional amounts as the Trustees of RPAC of Virginia may, from time to time, deem appropriate, will be transferred to National RPAC for use in federal campaigns. Federal law prohibits corporate contributions to federal elections. Virginia election laws, however, allow corporate contributions to be used in state elections. That portion of all non-corporate contributions used by National RPAC will be charged against the applicable contribution limits of the Federal law for an individual under 2 U.S.C., Section 441a.

A copy of National RPAC's report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20463. Additional reports are filed as required by Federal and State law.

BOARD COPY

VI. PAC Funds Transfer

25A6

C. SELECT PUBLIC RELATIONS TOOLS TO SUPPORT YOUR EFFORT

There are certain publications you must create. If the Association cannot afford to publish them, perhaps a friends group or a special political action committee (a PAC) can. In anticipation of winning more state money for its purposes, a local jurisdiction or the state library agency may be able to develop pamphlets and brochures as "informational" literature about libraries.

TARGET PUBLICATIONS FOR SPECIFIC PURPOSES

1. Develop a general statement of need.

In order to be sure your legislative campaign has a solid philosophic base, you should begin by developing a formal statement to distribute to those who will be working in your lobbying efforts and to distribute to legislators at hearings.

This should be a serious statistical publication. It can include graphs illustrating circulation of books, registered borrowers, students enrolled, degrees granted new books purchased, new titles purchased, state aid as a percentage of total funding, all kinds of per capita comparisons for five years, 10 years and even longer. Evaluate your statistics to determine which ones make your point most clearly. Not only should you develop statistics for the state as a whole, but also for key localities and certainly for all the localities represented by the members of the Appropriations Committee. As you are putting this together you may want to reproduce the best graphs in very large format to use at hearings with speeches, or to post in public locations.

In your basic statement of need you may want to compare library support with the support for other agencies. Treat this temptation with caution. Legislators whose support you need may be strong advocates of the non-library agency you select for comparison. They will not like your pointing up the difference between the public's use of their favorite agency and the public's use of the library, especially if the inference you make is that libraries are providing more/better service for less money. In some cases the inference may even lack logic, if you attempt to compare agencies which provide totally different services. For instance, what useful conclusion can be drawn from comparing the number of motorists who use a highway and the per capita cost of libraries? The comparison may, in fact, backfire. Legislators could interpret the numbers to mean that their special interest is under-funded. Further, such comparisons may be both unfair and illogical because the items chosen for comparison are not comparable either in price or in importance.

On the other hand, one valid public library support statistic is the comparison of the percentage of active public library borrowers to the percent of the population enrolled in school or college in a jurisdiction to see which educational institution

reaches a larger audience. Then compare the funding of each organization. In this example, you are comparing like groups - educational organizations. In fact because public education is compulsory and the use of public libraries is optional your comparison may understate the case. Such restraint in drawing your conclusion impresses legislators.

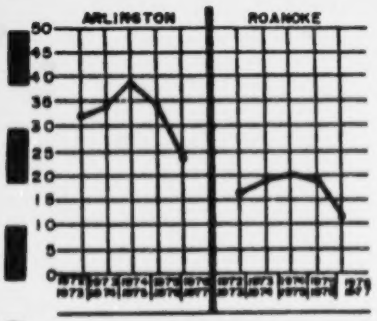
In most instances, rather than comparing your statistics to those of other agencies, you should use your statistics to show how vital library services are to other agencies and population groups--especially agencies that are viewed as important by the community and that touch emotional and political chords. For example, you could point out how many senior citizens are served by special library programs for the homebound, and then note that there are many more homebound elderly in your state who need the service for which there are no funds. This approach works well with agencies serving the handicapped, minorities, children, disadvantaged, etc. Show that you are important and vital, both to the work of these agencies and the needs of their constituencies and that libraries could provide these wonderful services for a greater number of voters if the legislature expanded its support of libraries.

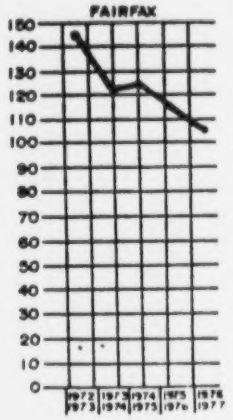
If you choose this route, you may also wish to seek the help of agencies or organizations which are advocates for these population groups. Ask such groups to write statements endorsing your cause on your informational materials and urge their members to write letters to legislators on behalf of your needs.

You can also conduct surveys or distribute questionaires. An excellent example of the use of surveys is provided by NEWSWEEK Magazine after "Proposition 13" won in California. The magazine asked those who had voted for prop 13 which governmental agencies they were voting against. Libraries were rarely among those mentioned and usually only when they were included with other educational and cultural agencies. Statistics such as this can be very effective. Remember, most people either love libraries or they have never used them.

2. Develop a publication for distribution to the legislators.

This must be very clever, cute, or eye catching. The legislators see so many of these that to be remembered a brochure must be unique. For example, to compare the cost of state aid to libraries with inexpensive items, one state handed out sticks of gum and another passed out lifesavers to the great delight of the legislators. Caps, cups, pins, shirts, cup cakes, cookies, apples or even very well designed cards can also make this point. It is best to hand out such specialty items as part of a mass visit to legislators in the capitol so the legislator gets to show off his "gifts" to his constituents that day before the gifts go into the bottom drawer of his desk at home. (Illustration VII: A Brochure for Legislators)





BOOK CIRCULATION IS UP 37% IN THE SEVENTIES

At the same time, as circulation grew from 16 million to 22 million between 1970 and 1976, titles added to the libraries declined.

We must ask for more state funding to make up for ground lost to inflation and eroding financial support. We are pressed by increased demands by Virginians.

OUR LIBRARIES WILL BE USED MORE IN THE FUTURE THAN EVER BEFORE, BUT OUR LIBRARIES ARE DYING NOT FROM LACK OF USE BUT FROM LACK OF BOOK MONEY.

IS THE STATE NOW PAYING MOST OF THE COST?

The state pays only 5% of the cost, although libraries, through interlibrary loan and soon through automation, are a state-wide resource available to every citizen.

HOW MUCH DOES THE LOCALITY PAY?

The localities pay 92% of public libraries budgets.

Compare this to the part the state contributes to other educational institutions such as schools, community colleges, senior colleges and universities, which serve only a fraction of the people the public library serves.

STATE AID FULL FUNDING MEANS

Increasing the present State grant of $2,250,000 to $6,500,000 as authorized in the original legislation of 1970.

Published August 1978 by Virginia Library Association Legislative Committee, P. O. Box 317 Lynchburg, Virginia 25405

Stop Squeezing Your Librarian

Put one quarter here and one dime here and you have more than matched State aid to public libraries this year. Compare that with the average cost of a book — $17.39 and the fact that every Virginian checked out 5 books from his public library last year. The average Virginian read $86.95 worth of books from his public library for 33 cents in State taxes.

That's an outstanding bargain, but it can't last because libraries are caught in the fast rising price-decreasing income squeeze. State aid buys books in most public libraries.

LIBRARY BOOK BUDGETS HAVE NOT BEEN KEEPING UP WITH THE PRICE OF BOOKS

The following table shows that four years ago the percentage increase in book budgets was keeping pace with the percentage increase in the cost of books, but in 1975-76 the book budget increased only half as much as the cost of books increased. Things became worse in 1976-77. The cost of books increased another 7.4% while book budgets actually declined by more than 2%.

Average price per volume (hard-cover trade and technical books)		% of increase year to year	Average book budget for ten representative Virginia libraries		% of increase year to year
1973	$12.20	---	73-74	123,068	---
1974	14.09	15.4%	74-75	142,388	15.6%
1975	16.19	14.9%	75-76	152,595	7.1%
1976	17.39	7.4%	76-77	148,987	-2.4%

This illustrates the dramatic decrease in the buying power in the Commonwealth's public libraries

The ten representative libraries are Richmond, Norfolk, Fairfax County, Arlington County, Roanoke, Washington County, Rockingham County, Winchester, Orange County and Pearisburg. The average price of books is from the 1978 Bowker Annual.

DO PEOPLE WANT THEIR LIBRARIES TO CONTINUE BUYING BOOKS IN THE AGE OF PROPOSITION 13?

Look at what a Gallop poll of California voters, taken after Proposition 13 had passed, shows. When asked in a telephone poll after the vote - what services they felt too much money was spent on they answered -

	Thought it spent too much
Welfare	42%
Public Schools	25%
Parks and Recreation	16%
Public Hospitals	15%
Road Repair	14%
Police Department	12%
Sanitation	9%
Local Library	7%
Fire Department	5%

(Published in Newsweek June 19, 1978)

Obviously tax payers did not have cuts in budgets for libraries in mind when they voted for Proposition 13 in California.

THIS DOESN'T SURPRISE LIBRARIANS

We know libraries are the most widely used education, information, and recreational service in the state. We serve from 10% to 30% more of the public than do schools, 25% to 45% more than do colleges and universities, and more than all parks and recreational fields and commercial information sources put together.

Here are some samples:

City or County	Percentage of the population registered and presently using the library
Norfolk	31%
Lynchburg	52%
Waynesboro	49%
Montgomery Floyd	39%
Fairfax	58%
Hampton	34%
Chesterfield	55%
Portsmouth	34%

This does not reflect the fact that in many families one person checks out books for the whole family. In Virginia Beach only 34% of the population is registered but 94% of the households have a registered borrower in them. Also if a borrower doesn't use the library for a year he is taken off the list.

Few services of any kind reach that large percentage of the population all year long every year of their lives.

Why haven't you heard this about us before?

WE'RE QUIET PEOPLE

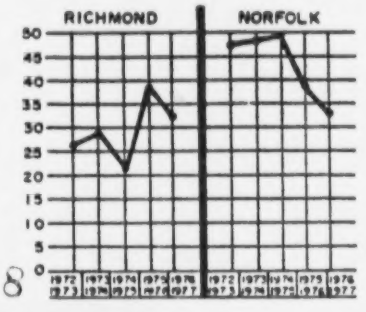
But we must speak out when we are squeezed as hard as we are now.

WHY SHOULD THE STATE PUT MONEY IN ITS LIBRARIES

- The average person born today will have to retrain at least twice in a lifetime because of changing technology and changing job markets. This information is sought at the public library more often than anywhere else. Provision of this service is a state-wide problem and responsibility.
- As more leisure time becomes available more books and non-print materials go across the library desk to inform and entertain. Other state educational institutions are adapting to this change.
- As people grow older they demand more books. This demographic change is state-wide.
- Information is doubling every year and each year the number of resulting publications grows. 1 polls reported in the Adult Learning Project, Alan Tough found that 9 out of 10 adults were in some informal learning project this year outside of schools or colleges. Educating its people is the state's business.
- Through local history collections libraries are the memory of the state.
- The cost of books is constantly increasing.
- Formal education is no longer bound to the text book, or the strict curriculum-oriented school library. Today's education is designed to continue beyond the school diploma.
- The great libraries of the Commonwealth have been its pride since William and Mary was founded and Thomas Jefferson proposed a state supported system of public libraries. These public libraries are the very collective mind and spirit of the people. Do we dare let them die through neglect?

New books and materials are the life's blood of a library. In the middle of an information explosion the number of new acquisitions should be growing dramatically. In normal times libraries should be holding their own. They should never be declining!

NEW ITEMS ADDED EACH YEAR FOR SOME OF THE COMMONWEALTH'S GREAT LIBRARIES
(IN THOUSANDS)



VII. A Brochure For Legislators

3. Develop a publication for the general public.

Outline the problem for which you are seeking legislation as a remedy. Include some simple statistics. Show the impact of the legislation on each jurisdiction in this state. Insert a sample letter that readers might send their legislators. This publication must be dramatic and very short with an address the reader can contact for further information: a bookmark would be ideal if you can fit the necessary information in that space. Be sure you do not offer a form letter or a tear off postcard. Many legislators do not even count such prepackaged comments unless a bill is just on the verge of passage. Then a show of brute force will help persuade a legislator to support it. (Illustration VIII: A brochure for the general public)

Be sure you list the legislator's address (a local rubber stamp for the local legislator for each district will help). In the case of appropriations include all the members of the Appropriations Committee, but not other legislators.

4. Plan some "Shockers" to give the public.

These may be similar to those eye-catching items created for the legislator, or may take the form of bumper stickers, bookmarks, or buttons. Three or four words professionally incorporated in a design by an artist from a school, college, or audio visual department of a library can make your point. Florida adopts a new slogan every year and even issues billboard designs and rubber stamps to use on letters. Often bank statements, municipal bills for garbage or power and other billings generated by computer can be programmed to accept and print a public service message onto the statements. Also, automated bank and hotel signs may be programmed to run a message supporting the library. If the legislator sees the message at home, or on a friend's car the concern of members of his/her constituency will register with him/her and may well change a vote. (Illustration IX: A "shocker" or "gimmick" publication).

CONSIDER OTHER USEFUL MEANS OF GETTING YOUR MESSAGE TO THE LEGISLATOR

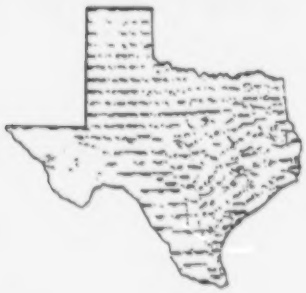
1. Newspaper

All legislators read the editorials in their hometown newspaper. The best newspaper publicity on a legislative campaign, therefore, is the lead editorial. It is not hard to arrange. Those who write usually read; also, it is not hard to get to know an editor. He needs a new subject every week.

The second most read section of the newspaper for legislators is "letters to the editor." Obtaining this space costs 20 cents and a well written letter.

News articles in the local news section will at least command the attention of a legislative aid. If you make the front pages, chances are it will be for a story you would rather not have publicized such as a fire that destroys your building or a finan-

TEXAS PUBLIC LIBRARIES



Storehouse of man's total knowledge at your fingertips

THEY NEED YOUR HELP NOW ! !

. . . See Page 2

This Brochure Is A Publication of Texans for Libraries

REGIONAL SYSTEMS AND DISTRICT HEADQUARTERS

District 1 "Big Country System"
Abilene Public Library

District 2 "Texas Panhandle System"
Amarillo Public Library

District 3 "Central Texas System"
Austin Public Library

District 4 "South Texas System"
Corpus Christi Public Libraries

District 5 "Northeast Texas System"
Dallas Public Library

District 6 "Texas Trans-Pecos System"
El Paso Public Library

District 7 "North Texas System"
Fort Worth Public Library

District 8 "Houston Area System"
Houston Public Library

District 9 "West Texas System"
Lubbock City/County Library

District 10 "San Antonio Area System"
San Antonio Public Library

TEXAS PUBLIC LIBRARIES ARE 34TH IN STATE FUNDING

Total State Appropriations for Public Libraries in the Texas System was $2,225,373 for the 1981 fiscal year of operations. This appropriation computes at 18-cents per Texan per year . . . or .043 of 1-cent per Texan per day.

Texas' 1981 appropriations compared with national averages as follows:

NATIONAL AVERAGE –
52-cents per capita from State funds
$5.38 per capita from local funds

TEXAS AVERAGE –
18-cents per capita from State funds
$4.25 per capita from local funds

State and federal appropriations for the Texas Library System's 1981 fiscal year of operation totaled $5,799,336, with the federal portion being $3,573,336. Local funding of libraries total $54,427,500 – 90 per cent.

State funding of Libraries in Texas is far less than such funding in comparable states, including California, New York, Illinois, Pennsylvania, Florida, New Jersey, Georgia, Kentucky, Maryland, Massachusetts, Minnesota, North Carolina, Tennessee, Virginia, West Virginia and Wisconsin.

BUT THE COSTS FOR OPERATING TODAY'S LIBRARIES ARE RISING

Book costs alone have risen from an average of $8.77 per book in 1967 to today's costs of more than $20. Magazine costs for a year's subscription have increased from $8.66 in 1967 to more than $30 today. *

While State library appropriations average 18-cents per capita in Texas, federal appropriations average 2¼-cents per capita this year. This money, while being of assistance, doesn't begin to provide adequate support. It also brings a degree of federal control, control which may at times work counter to the best interest of Texas and Texans.

LIBRARIES ASK MORE ADEQUATE STATE FUNDING

WHILE OUR PUBLIC LIBRARIES provide their books free to Texans to stimulate intellects, to inform, instruct, and entertain, these same libraries on the other hand, for more than a century have been maintained on a starvation diet by the State of Texas itself.

LIBRARIES are now asking the State Legislature to increase its support by providing $1 annually per capita of our great state. What the Texas State Library and Archives Commission has recommended would amount to only .006 of 1 per cent of 1981-82 state revenues . . . a minuscule amount when compared to the total budget of our great state.

PUBLIC LIBRARIES together with their well trained and dedicated staffs are already in place in Texas. The additional funding, therefore, would be used only in providing a more adequate supply of books.

THE $1 per capita was first urged in 1978 by the Texas Conference of Libraries and Information Services, a meeting that was attended by citizens representing all age, income and ethnic groups of our state. Since that 1978 conference, the $1 per capita increase has been officially recommended by the Texas State Library and Archives Commission . . . and endorsed by the following state organizations as well:

Texas Library Association
Texas Friends of Libraries
Texans for Libraries
Trustees Roundtable of the Texas Library Association
Texas Daily Newspaper Association
Texas League of Municipalities
Texas Press Association

FOR FURTHER INFORMATION, contact Wayne C. Sellers, Executive Secretary, Books for Texans, Rt. 3, Box 319W, Palestine, Texas 75801

THE TEXAS LIBRARY SYSTEM

GOVERNING BODY of the Texas Library System is the Texas Library and Archives Commission. Accountable to the Governor and the Texas Legislature for the system's programs, the Commission biennially approves rules and regulations for administering the system.

TEXAS' LIBRARY SYSTEM, as established by the 1969 State Library Systems Act, includes ten Major Resource Centers. Each Center receives an annual contract from the Texas State Library based on a plan of service developed by the system staff, member librarians, and a system advisory council of six lay representatives which enable them to perform certain cooperative services of benefit to all the libraries within each district.

SPECIAL BENEFITS of the ten Systems include:

1. Ability to negotiate discounts on the purchase of a wide variety of library materials.
2. Ability to provide specialized services that would be much too costly otherwise. Such services include the maintaining of extensive film and cassette materials.
3. Providing technical assistance and personal consultation with local library staffs, board members and public officials. Workshops, on-site discussions and training manuals are regularly involved in local libraries.
4. Having available computerized circulation systems and improved means of sharing materials to help lower operations, and
5. Conducting public information programs, assistance in adult and children's programming, extension loan and rotating cassette collections and a Speaker's Bureau.
6. Serving as a schoolhouse for GED students throughout Texas, and the training ground for students in special program studies of the military services.

VIII. A Brochure For The General Public

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"BOOKS FOR TEXANS"

"BOOKS FOR TEXANS" is a new action committee that has been created by representatives of the various state library associations to strengthen and coordinate the efforts of all groups and organizations who support the increased state support. Members of this committee recommend and endorse the increase as being a far more appropriate level of state support for our public libraries. General public consideration of support for this issue is highly welcomed.

STEERING COMMITTEE MEMBERS

Wendell Mayes, Jr., Chm.
President
Pioneer Broadcasting Co.
Austin, Texas

Warren C. Sellers, Exec. Sec.
Trustee
Palestine Carnegie Library
Palestine, Texas

Mrs. Betty Anderson
President
Texans for Libraries
Lubbock, Texas

Roy Appleton, Jr.
General Manager
Denton Record-Chronicle
Denton, Texas

Fred V. Barber, Jr.
Publisher
The Leader-News
El Campo, Texas

Willard Barr
Chairman
Texas Printing Co.
Fort Worth, Texas

Bee E. Brown
Owner-Manager
KLAS
Carthage, Texas

James I. Chambers, Jr.
President
Val Chem Consultants, Inc.
Dallas, Texas

George Christian
President
George Christian Associates
Austin, Texas

Robert E. Davis
Chm., Trustee Roundtable
Texas Library Association
Waco, Texas

William E. Dozier, Jr.
Publisher
Kerrville Daily Times
Kerrville, Texas

Richard E. Dwelle
Publisher
The Athens Review
Athens, Texas

Ray Eaton
Publisher
Wise County Messenger
Decatur, Texas

Bunk Evans
General Manager
KTBC-TV
Austin, Texas

Frank Ewalle
Publisher
The El Paso Times
El Paso, Texas

John Fletcher
President
KCLL
Cleburne, Texas

Chet Lemons
President
Lemons Broadcasting Co.
Hereford, Texas

T. L. Herring
Advertising Consultant
Sherman, Texas

Ted Hornack
President
Plano Library Board
Plano, Texas

Harold Hudson
Publisher
The Perryton Herald
Perryton, Texas

Charles Jacoby
Newsman
Grimes County
Library Board
Navasota, Texas

Leon Jaworski
Attorney
Houston, Texas

Leroy Johnson
President-Elect
Texas Library Assn.
Fort Worth, Texas

Harold Kennedy
Attorney
Palestine, Texas

Vasa Kennedy
President
KETV, KBIX
Corpus Christi, Texas

Stan McKenzie
[illegible]
KDAM/FM
[illegible], Texas

Bob McKinney
V. Pres./Gen. Mgr.
KCBD-TV
Lubbock, Texas

James L. Love
Board Member
Temple Memorial Library
Odessa, Texas

William C. Ward
President
Marie-Hanks Television
San Antonio, Texas

Mrs. Jeanie Whitten
President
Friends of Texas Libraries
Bartlett, Texas

Joe Warren
Publisher
The Lufkin News
Lufkin, Texas

Earl Nicol
General Manager
KRGV-AM/TV
Lower Rio Grande Valley

Jim Phillips
President
KHEY, Inc.
El Paso, Texas

Warren Person
V. Pres.,Gen. Mgr.
WBAP, KSCS
Dallas, Fort Worth

William R. Rice
General Manager
KVOP, KATX
Plainview, Texas

John Ben Sheppard
Member
Texas Library and Archives
Commission
Odessa, Texas

C. Herb Strong
President
Comal Broadcasting Co.
New Braunfels - Alice

John Taylor
Publisher Emeritus
Seguin Gazette-Enterprise
Seguin, Texas

William C. Thomas
Publisher
The Reporter-Telegram
Midland, Texas

Wendell Tooley
Publisher
The Tulia Herald
Tulia, Texas

Dora Wheat
Publisher
The Pittsburg Gazette
Pittsburg, Texas

Robert H. Whitten
Publisher
The Navasota-Review
Navasota, Texas

Howard Woodall
Publisher
Grand Saline Sun
Grand Saline, Texas

THE LIBRARY

". . . There has been a change in the function of libraries over the years. No longer the domain of a timid librarian, hushing the occasional whisperer and zealously guarding a small stock of books reflecting limited taste, today's libraries are a vital part of the community. Books range from classics to how to fix home plumbing, from the latest novels to copies of aging census records for genealogists."

This editorial from the Palestine Herald-Press reflects the use Texans have been making of their libraries. In 1979, the last year for which statistics are available, public libraries circulated 43 million items to the public, or three and one-half items per capita, answered 7¼ million questions, hosted 3 million persons at library programs, and showed films to 5 million persons.

While rendering these services, Texas public libraries have been starved. Average state per capita support has been almost double that of Texas.

Trained and dedicated librarians backed up interested trustees over the State expend their energies to give Texas a good library system. With additional help, it can be a great system.

Harrison E. Salisbury properly emphasized the importance of libraries when he said "There is nothing in our cultural armory more important than the library – nothing. If every school, every university, every other source of knowledge was destroyed – but the library survived, civilization would survive, could be rebuilt and man could resume his progress."

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THE WEST VIRGINIA
LIBRARY ASSOCIATION
and
YOUR LOCAL PUBLIC LIBRARY

INVITE YOU TO

INVEST IN A

Library NOW Account

AT THE 8th ANNUAL
LIBRARY APPRECIATION DINNER

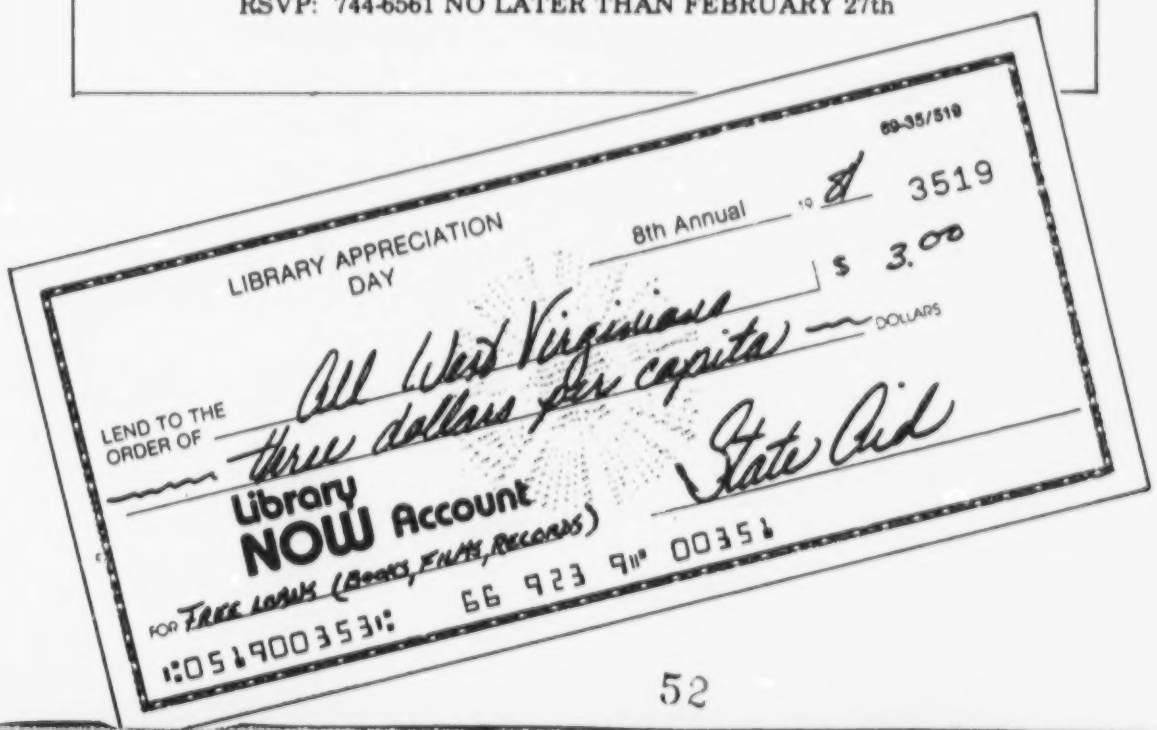
HONORING
GOVERNOR JOHN D. ROCKEFELLER IV
AND
MEMBERS OF THE 65th WEST VIRGINIA LEGISLATURE

FEATURING
SAM J. ERVIN, Jr.

CIVIC CENTER • MARCH 3, 1981 • CHARLESTON, WV

RECEPTION: 6:00 p.m. • DINNER: 7:15 p.m.

RSVP: 744-6561 NO LATER THAN FEBRUARY 27th



IX. A "Shocker" or Gimmick Publication

2843

cial officer absconding with library funds.

2. Radio

Radio is better used to generate circulation or attendance at programs than to influence legislation. Radio is a good place to spotlight public hearings, "meet the legislator in the library" parties and to encourage people to write their legislator, or join you on a visit to the state capitol.

3. Television

Television spots also are better used for publicity purposes other than influencing legislative matters. A television program of general interest regularly repeated, however, will remind the legislator that libraries are important to citizens in the home district.

4. Public Meetings

Most libraries can be used as a rather large hall, or a meeting place. Do a public service. Have a "meet your legislator" party for the community. This provides the voters an opportunity to meet their elected official and gives the legislator a chance to talk with his contituents in an informal setting. Because the library hosted the party and brought out the crowds, it reaps the harvest of good feeling from both voters and legislators.

5. Direct Mailing

In any kind of political campaign mailing lists are essential. Here is a list of the people you should have on your list so that you can reach them through direct mailings.

Trustees or board members.
Past trustees or board members.
People who regularly write letters to the editor on any subject.
Delegates to the Governor's Conference and the White House Conference.
People who have given gifts to the library.
Members of the Friends of the Library.
People your staff know as heavy borrowers.
Teachers and professors.
Officers in civic clubs.
Union officials.
City and county officials.
Financial backers of candidates for office
Wives of legislators.

Leaders in minority action groups.
Aspiring politicians.
Retired librarians.
The league of Cities in your state.
The league of Counties and Towns in your state.
Publishers and book wholesalers.
Library Suppliers and vendors.
People who make regular trips to the capital to lobby for other issues.
Good Friends of the legislators.
School and college administrators.
School and college alumi.
Authors and journalists.
Civic Campaign activists.

CONCLUSION

The authors hope that this overview of the legislative process and tools and techniques for influencing legislation has whetted your appetite to enter the political arena in support of libraries. Lobbying is great, good fun and always profitable. Even if your first efforts do not result in increased dollars, the attention you are paying the legislators will certainly result in good will and an increased awareness of the importance of libraries. Lobbying is a way of rescuing your light from under the bushel so that it can glow in the halls of power.

Furthermore, once the initial fear of lobbying passes, the sport becomes addictive. The results of a concerted legislative effort can be so much greater than what an individual library can achieve in its own community that few people who have experienced the benefits of lobbying are likely to shrink from opportunities to influence legislation.

One of the reasons that lobbying is fun is that legislators like people. Legislators won their positions because they are able to get along with people of all kinds and they care about the quality of service the state provides to its citizens. In lobbying your legislators, you are helping them to do a better job for their constituents by keeping them informed of the needs in their area. Because libraries are held in universal esteem, even by people who don't use them, a library does a legislator a favor by providing him/her the opportunity to support library needs. So many legislators are called upon to speak for controversial legislation that when a non-controversial program presents itself, many legislators are delighted to lend their names to it.

It's never too soon to begin your lobbying efforts. By all means start your legislative campaign today. Visit the state capital next week!

SECTION II

HOW THE STATES ARE GETTING IT PASSED

Introduction

This section describes how the states are proceeding with their legislative campaigns. As they are "real life adventures" they are interesting and informative. We want to put the emphasis on the lobbying activities rather than on specific legislation. On the other hand, it is hard to talk about one without the other.

The "how to" material is drawn from a questionnaire sent by this committee to all state agencies and associations in May 1983. We thank those agencies and associations for their co-operation. The material on specific legislation, when mentioned, is drawn from the 4th Annual Report From the States 1983 White House Conference on Libraries and Information Services Cheyenne, Wyoming Sept. 21-23, 1983 compiled and published by the New York State Library and Gladys Ann Wells. Quotations from that report have been allowed by the kind permission of NYSL, Ms. Wells and WHCLIS. If you have an interest in particular legislation, we strongly urge you to consult that report and those which preceded it.

We hope this will give you a clear picture of how your state's efforts compare to those of other states. If they don't compare favorably, we hope this summary gives you the encouragement to try again in a new way using these experiences as a guide.

ALABAMA

Alabama has been very active in its legislative efforts. There are several groups that work toward a unified effort in its legislative program. These are Alabama Instructional Media Association, the Alabama Library Association, Friends of Alabama Library Association, Friends of Alabama Libraries, Inc., Library and Media Professionals and Alabama Council on Higher Education.

Members from all groups go to Montgomery to work on behalf of various types of libraries.

The Friends of Alabama Libraries, Inc. is primarily a public library support group. Last year they held their first annual golf tournament to raise funds for their legislative efforts. They work toward raising the state aid for public libra-

ries and are trying to get passed a theft of library materials bill, permissive tax legislation and revision of the State's Public Library Act.

Working with the Alabama Media Association, the Alabama Library Association is attempting to obtain $7.00 per student in the State's Education Trust Fund.

Alabama Public Library Service, headed by Anthony W. Miele, has conducted a $30,000 public relations effort with TV spots, radio spots, newspaper releases and billboards.

The Alabama Library Association is working with ACHE to obtain a $1.09 million budget to set up a network of libraries.

Contact: Anthony W. Miele
Alabama Public Library Service
6030 Monticello Drive, State Capitol
Montgomery, AL 36130

Current President
Alabama Library Association
P. O. Box BY
University, AL 36130

ALASKA

Following selection of state aid as the highest priority by the Alaska Conference on Library and Information Services, Alaska in 1981 passed the Library Assistance Grant Program. The new state aid provides grants for Public Library Assistance and for Interlibrary Cooperation Assistance. Passage was the result of excellent cooperation and support from the Governor's Advisory Council on Libraries, the Alaska Library Association, the State Board of Education, the Governor's Office, and the State Legislature where it passed with no dissenting votes.

In general the library program in Alaska relies far more on the budget for operating and capital expenses to bring about new activity than it does on enabling legislation. Informational meetings with local legislators are hosted by library association chapters or committees so that legislators can start the sessions with some understanding of library priorities. Library people attend hearings and testify. It's probably not very different from any other state except for the fact that the library association is one association and is representative of all kinds of libraries.

Contact: Margaret Leibowitz
Deputy Director
Alaska State Library
Pouch G
Juneau, AK 99811

ARIZONA

Arizona provides annual State Grants-in-Aid to fifteen county library systems and urban public libraries.

A public relations task force does exist but has not directed its efforts toward legislation. The Arizona State Library Association, Library Development and Legislation Committee has this responsibility.

The Arizona Library Friends, a statewide organization of library supporters, is increasingly active in promoting the improvement of libraries.

Contact: Sharon Turgeon
Director
Library, Archives and Public Records Dept.
State Capitol, 3rd Floor
1700 West Washington Street
Phoenix, AZ 85007

ARKANSAS

An increase in state aid for public libraries was passed by the Arkansas Legislature in a special session called October, 1983 by Governor Bill Clinton to address the state's educational needs. The new legislation provides for a total increase of half a million dollars spread over the two years of the current biennium.

The Quality Education Act, passed in 1983, established an Education Standards Committee which will include minimum levels of collections and support for school libraries, media centers, and personnel in its recommendations. The State Board of Education is expected to adopt the new standards by March 1, 1984, for implementation by June 1, 1987.

Contact: John A. Murphey, Jr.
State Librarian
Arkansas State Library
One Capitol Mall
Little Rock, AR 72201

CALIFORNIA

In 1983 the California Library Association had its second legislative Day, and a third is planned for 1984. Both Friends and Trustees have active statewide organizations.

A new state aid bill for libraries, providing up to 10% of the local operating budget, was signed in 1983 and funded initially at $6 million (approximately 25% of authorized) for January-June 1984; the Governor proposes $12 million (approximately 40% of authorized) for 1984/85. Together with $1.3 million in additional reimburse-

ments for local non-resident loans, the Governor's proposed budget would increase state aid to a total of $19,210,000 which is 64% over 1983/84 levels.

Contact: Gary E. Strong
State Librarian
914 Capitol Mall
P. O. Box 2037
Sacramento, CA 95809

COLORADO

Colorado does not have direct state aid to libraries and does not plan to work for that legislation.

The State has recently passed laws on "confidentiality of library records," creation of metropolitan library districts, and allowing library districts to incur bonded indebtedness with the approval of voters.

Legislation is currently underway to allow public libraries, with voter approval, to increase the mill levy for library service.

The State continues to move forward on networking and strengthening regional systems.

Contacts: Anne Marie Falsone
Assistant Commissioner
Office of Library Services
1362 Lincoln Street
Denver, CO 80203

John Campbell
Pathfinder Library System
South First and Uncompahgre
Montrose, CO 81401

CONNECTICUT

Connecticut has an exciting story in progress.

Although the Connecticut Library Association has had a paid lobbyist for the past few years, the Executive Board decided to forgo that expense this year in favor of a return to a "grassroots" legislative campaign. Central to this year's program are Legislative Breakfasts in several of the Cooperating Library Service Units and the CLA Legislative Day. Every effort is made to involve the State's Trustees' Association and Friends' group in the legislative process.

Gains for direct state aid to public libraries have been modest in recent years (1981 no increase, 1982 7%, 1983 5.8%, 1984 5.5%). A primary focus of legislative

efforts is directed at reworking the distribution formula for state aid. This campaign for a new formula is a joint effort of the library association's Legislative Committee, the Interagency Library Planning Committee and the Connecticut State Library. The new formula would provide public libraries with base grants of $1,200 or $1,000, per capita equalization grants and per capita incentive grants.

It sounds as if it has been a hard fought campaign but librarians are gaining ground. It lost in 1982 by a vote of 106 to 82 in the legislature and it lost again in 1983 by a closer margin of 82 to 65. They see their campaign moving in the right direction and plan to mount another campaign this year. In this effort public librarians testified before the Joint Committee on Education and the Appropriations Committee. It appears the group lost on the floor of the legislature.

They used a brochure which described the recommended formula in clear detail using extensive statistical charts. It is an excellent instructional brochure for those testifying and visiting legislators and was used that way at meetings around the state.

The same group of organizations was successful in 1982 in obtaining legislation to revise the distribution of funds for the Connecticard program. The Connecticard program permits Connecticut residents to use their library card in any participating public library. Participating libraries receive reimbursement for all reported transactions and net plus libraries receive additional reimbursement. The state appropriated $486,000 to support the program in 1983-84.

The State also provides aid to support multitype library cooperation. Since 1978, the State has provided $2,419,720 to support the six Cooperating Library Service Units.

Contacts: Leslie Burger
Planning and Research
Connecticut State Library
231 Capitol Avenue
Hartford, CT 06106

Clarence R. Walters
State Librarian
Connecticut State Library
231 Capitol Avenue
Hartford, CT 06106

Michael Simonds
President, Connecticut Library
Association
% Norwalk Public Library
1 Belden Avenue
Norwalk, Connecticut 06850

DELAWARE

Although the association has not mounted a legislative campaign recently, a bill was introduced in June 1983 to create a new state aid formula and provide funding.

It is planned that work for passage of this legislation will be done by the State Library Advisory Council.

Contacts: Florence S. Brown
Director
New Castle County Dept. of Libraries
2701 Capitol Trail
Newark, DE 19711

Sylvia Short
State Librarian
Delaware Division of Libraries
P. O. Box 439
Dover, DE 19901

FLORIDA

This state has been very active and it has had results.

They credit part of their success to the Florida Library Association's excellent lobbyist ($7,000 part-time), but they also have a very active Friends and Trustees Caucus within the Association, and an active State Library. There is also an independent citizen support group, the Council for Florida Libraries, formed following the Governor's Conference on Libraries and information Service.

The Council and Florida Library Association adopt a state motto regularly. They plan to keep the current one "GO FOR IT AT YOUR LIBRARY: We do more than keep the books" for the remainder of the current governor's term. This motto was unveiled at a press conference with the Secretary of State in conjunction with Florida's official "Library Day." This motto is the framework for radio spots and billboards.

The Council and Florida Library Association publish separate newsletters with shared legislative information. There is also a special legislative issue of Florida Library Association's newsletter, FLASH, which is a factsheet used to prepare citizens for the annual "Library Day" in the state capitol. Library Day culminates in a luncheon with the legislators, the Governor, and the Secretary of State.

Flordia librarians testified before the Appropriations Committee last year using their lobbyist and librarians and citizens from the districts of the members of the committee. They also testified at "pre-session" delegation hearings in the home districts of legislators. They particularly praise the lobbyist for making contacts between the "home town" librarians and the legislators when action is needed. State aid was increased.

Six or seven legislators were then "honored" for their efforts at Library Day and in hometown newspapers.

The PAC when formed does plan to endorse and oppose candidates.

Florida librarians passed a major revision of library law dealing with documents depositories, regional library grants, subdivision eligibility for state aid a definition of "free library service," and the ability of academic libraries to receive aid from the state library. They are also revising the public library standards and considering state aid law changes. There is also a "revenue cap amendment" due to come up on the November 1984 ballot in this state, which the Florida Library Association officially opposes.

Contacts: Judy Mucci
Chairperson
FLA legislative Committee
c/o Orange County Library
10 North Rosalind
Orlando, Fl 32801

Fred Ruffner, Jr.
President
Council of Florida Libraries
1700 Las Olas Blvd.
Fort Lauderdale, Fl 33301

Olivia Thomas is the chairperson of the FLA Friends and Trustees Caucus. The FLA lobbyist is Jody Fitzgerald.

GEORGIA

This state does have a "Georgia Council of Public Libraries" which has published brochures, but they stress that brochures "are only effective when combined with personal contacts and used to re-inforte information given verbally."

They say their effort has increased each year for the past eight and its "effectiveness is more evident each year."

Georgia actually schedules the individuals who will visit their legislators each week during the session and has a "Legislative Day." They testified before the Judiciary, Rules and Education Committees on subjects as varied as a censorship bill and the continuation of The Board for the Certification of Librarians. Certification has been an issue in several of the 26 certifying states this year, by the way.

The governor declared a "Library Week" in Georgia for the first time in 1983.

The library association will feature biographical sketches of legislators and their favorite books at its conference.

The Georgia Council of Public Libraries is developing a publicity campaign with a professional advertising company.

Georgia was third in the nation in state aid per capita for years. New public library legislation was passed in 1984 and awaits the governor's signature.

Contacts: Emily H. Anthony
Legislative Affairs Chairperson
Georgia Council for Public Libraries
P. O. Box 378
Clarkesville, GA 30523

Joe B. Forsee
Director
Division of Public Library Services
156 Trinity Avenue, S. W.
Atlanta, GA 30303

HAWAII

Hawaii has not conducted a major legislative campaign.

Contact: Bart Kane
Hawaii State Library
P. O. Box 2360
Honolulu, Hawaii 96804

IDAHO

Idaho conducted a major legislative campaign in 1983-84. The $800,000 Public Library Improvement Programs (PLIP) was developed by the members of the Idaho Library

Association, endorsed by the State Library Board of Trustees, and carried to the governor and legislators by the association. ILA members worked hard to contact all members of the Joint Finance-Appropriation Committee prior to the beginning of the legislative session concerning the proposed bill. The association mobilized members to write letters and call legislators during the session. Association members have been very careful to explain that this piece of legislation is "in addition" to the budget presentation of the State Library, and is necessary because the "base plus maintenance of effort" methods of budgeting used by the state will not even allow for the presentation of the needs of Idaho's library patrons.

The library association and state library caution lobbying groups to be aware of the implications of accepting money from federal and state governmental agencies. Office of Management and Budget Circular A-122, as proposed, has very restrictive language on the amount of lobbying that may be undertaken by groups accepting federal grants.

Contact: Richard Wilson
Idaho State Library
325 W. State Street
Boise, ID 83702

ILLINOIS

An annual "Legislative Day" is held each spring in the state capitol. Hundreds of trustees and a group of librarians representing many types of libraries distribute information packets to all legislators following a briefing. In late afternoon, the legislators are entertained in a facility close to the capitol, to enable legislators to attend, even if in session.

The Illinois Legislative Network (organized through the eighteen library systems by the IL Library Association Director of Governmental Services) conducted successful legislative campaigns in the areas of:

- Censorship and providing an affirmative defense for librarians
- Increased funding formula for library systems, equalization and per capita monies
- Provision to convert a public library system to a multi-type library system
- Confidentiality of patron records

The Illinois Library Association and the Illinois State Library work closely together. The State Agency's Director serves on the Association's Legislative Library Development Committee. When the Legislature is in session, the State Library Agency provides office space (when needed) and back-up reference support to the Association's Director of Governmental Services.

Contacts: Deborah Miller, Director
Governmental Services
Illinois Library Association
840 Rosedale Lane
Hoffman Estates, IL 60195

Bridget L. Lamont, Director
Illinois State Library
Room 275 Centennial Bldg.
Springfield, IL 62756

INDIANA

Indiana obviously has run a very professional and successful campaign in a state which was previously, they tell us, "still very rural and (which) does not have a strong commitment to public libraries."

The campaign was run by the Indiana Library Association/Indiana Library Trustees Association with printing costs being taken up by the Friends of the Allen County Public Library, The Anderson Public Library, The Madison Public Library, and "Area Library Service Authorities." They adopted a motto "Indiana Libraries: So Much For So Little" and a handsome logo. This author feels that although a logo and motto may seem trivial to some, it is time and again the hallmark of a well run campaign. It illustrates commitment, declares a rallying point and creates an identity for the campaign in the eyes of the public, legislators and the librarians themselves.

The Associations drew up an excellent "strategy handbook," created a "network" of friends they could call on, put together a "Political Action Task Force," set legislative objectives, developed district organizations in each district, suggested a plan for "working" each district, and drew up a list of "legislative proposals" and the forms to follow the progress of that legislation. They issued a directory of legislative proposals and the forms to follow the progress of that legislation. They issued a directory of legislators and committee assignments and three brochures: one simple and eye catching stating the problem, one advocating political action and giving the legislators' addresses and one with details of the legislation and statistics. They also published an attractive bookmark.

In the past the paid executive director of the associations devoted four months of the year to acting as the associations paid lobbyist. She, however, credited their success to individual "grass roots: contacts with legislators at home." Recently, however, the two associations agreed to contract with an association management company in Indianapolis, with professional lobbying being conducted by an attorney on retainer to the company. The associations expect and are receiving the same high level of performance experienced by hiring their own employee.

They gave testimony before The House Ways and Means Committee, The House Cities and Towns Committee and The Senate Finance Committee. Librarians, Friends, patrons and the ILA/ITA Executive Director testified. Visits to the individual legislators were planned by the nine regional network coordinators. After the visits they have a "Legislative Day" luncheon with the legislators.

. The results were impressive. Indiana passed a tax appeal bill which "busts the property tax freeze and will provide 6.5 million dollars" in a state whose previous total state aid was only $934,538. This new taxing authority may, however, cause the direct state aid to be abandoned. They expect to work for these funds being applied to a state network. They expect the Indiana State Library to be the leader in this cause.

The Indiana program was a participant in the "Getting It Passed" program at the Dallas ALA Conference in 1984.

Contact: Joyce Martello
Burnison, Martello and Associates, Inc.
Executive Director
Indiana Library Association/Indiana Libary
Trustees Association
345 Massachusetts Avenue, Suite A
Indianapolis, IN 46204

IOWA

Iowa did have a legislative action committee two years ago but it "met with resistance from the field" and "decided to table" plans "due to economic conditions in Iowa." They did, however, have a "Legislative Day" and some "open houses" for legislators in some localities.

Contact: Claudya B. Muller
State Librarian
State Library of Iowa
Capitol Complex
Des Moines, Iowa 50319

KANSAS

Kansas has been able to focus the lobby effort of library trustees, librarians and Friends groups in order to achieve some legislative success. The library group has also been able to enlist the support of several legislators who speak, when necessary, as consistent advocates of library programs.

Their publications consist of inexpensively printed and photocopied information about the condition of the state's libraries. The state library association also retains a lobbyist at an annual expense of approximately $5,000.

Trustees, friends and librarians organized themselves to testify before several legislative committees on various library issues.

Recent legislative results have been establishment of state aid to public libraries, increased state financial support of services to the blind, establishment of the Kansas Library Network Board, special taxing authority for a library employees benefit fund, and increased taxing authority for the state's seven regional systems of cooperating libraries.

Contact: Duane F. Johnson
State Librarian
Kansas State Library
State Capitol
Topeka, Kansas 66612

KENTUCKY

Here is a state which made a false start, but is now clearly on track.

The Library Association employed a part-time lobbyist in 1982 ($500 monthly). Due to a late start, testimony was not as effective as it could have been and communication from the library community to legislators was scattered. One effective technique was the use of stationary from the sponsor of a library bill to provide each legislator information on the impact of increasing state aid on his or her district.

The second effort for 1984 seems very well organized at this point. Another lobbyist was hired ($6,000). The "Kentucky Friends of Libraries" paid for a publication to be distributed to legislators and the public and for a post card "similar to" that used by "the Maine Library Association asking for citizen advocates."

Testimony has been given before the Budget Review Subcommittee for Education and the Education Committee of the Legislature during the interim between legislative sessions. The candidates for governor were interviewed concerning library issues before the May, 1983 primary and again before the general election in November. The lobbyist produced a newsletter devoted to legislation responses for the Association membership, and another on pending legislation.

The Kentucky Library Trustees Association sponsored Regional Meetings with legislators in Fall 1983 and together with the "Friends" sponsored a Legislative Breakfast in the Capitol city in January, 1984. The Association plans to have a "Library Day" in the Capitol in February, 1984.

Making a strong effort to link libraries and education, the theme used during this campaign is "Libraries are Lifelong Education."

Contacts: Louis DeLuca (Lobbyist)
Route 4
Lawrenceburg, Kentucky 40342

Ellen Hellard (Legislative Liaison)
Department for Libraries & Archives
P. O. Box 537
Frankfort, Kentucky 40602

LOUISIANA

Louisiana held its second annual legislative day workshop entitled "Libraries and the Political Process." It was attended by 300 friends, trustees, and librarians, and 70 legislators. Douglas Edwards, C.B.S. newsman, was the luncheon speaker.

Libraries of all types in Louisiana in the late 1970's recognized that it was necessary to work within the state's political network in order to get libraries moving forward. Since then, much progress has been made.

The Louisiana Legislative Network, consisting of approximately 250 citizen advocates, trustees, and librarians was formed and is called into action frequently by the association's active Legislation Committee to contact legislators and influential people in state government. Annually legislative objectives are presented and voted on by the membership. In September, 1983 a legislative consultant was hired to assist the library association membership keep informed about what is happening at the state level affecting libraries.

A law concerning confidentiality of library records was successfully passed during 1983. State aid to public libraries grant was increased by the legislature, but was later vetoed by the Governor.

Contact: Thomas Jaques
State Librarian
760 Riverside Mall
Box 131
Baton Rouge, LA 70821

MAINE

Maine has a strong and well organized campaign. It started with an excellent publication: The Main Library Association Revised Legislative Handbook which outlines the campaign's goals; describes the function of the legislative committee; outlines lobbying techniques (plus do's and don'ts); defines a communication network (and how it will work); recommends formats for letters, telephone calls and telegrams and finally outlines a detailed grid of individuals in each area of the state in the network with their names, addresses and telephone numbers.

The association hired a lobbyist ($1,000). As in most states which have used lobbyists this is credited as a major factor in their success.

The state library designed and published a general brochure for distribution at circulation desks and a fact sheet for use with the legislators comparing Maine's state

aid to the other states. They also helped with radio and television taped interviews used on the evening news.

The Chairperson of the Commission, the President of the Association and citizens testified before the Committee on Education and the Committee on Appropriations and Financial Affairs. They were working for a regional multitype library network and a large print book program.

They say of their program: "Although the figure we requested was severely compromised, we received funds when many other worthy programs did not."

In the 1984 session they hope to set up state reimbursement for inter-library loan for regional resource centers and to increase state aid.

Contact: Benjamin Keating
Maine State Library
Station 64
Augusta, Maine 04333

MARYLAND

Maryland has had a steady increase in state aid to public libraries over the years. Legislative success occurs usually every two or three years and efforts to build up administrative (gubernatorial) and legislative support are continuous during that time. The minimum program of state/local support for public libraries has grown from $1.80 to $5.67 per capita in a ten year period. A bill is once again in the General Assembly to increase Maryland's state aid to $7.00 per capita.

The keys in Maryland seem to be an active legislation committee of the Maryland Library Association, and strong endorsement and support from the Maryland Superintendent of Schools and State Board of Education, and a strong and active legislative network which includes the Department of Education's legislative liaison. The liaison keeps the network informed of what legislation is in progress and where it is in the process.

The state librarian says, "We focus our initial efforts on the governor and key legislative leaders and we always seek key leaders as major sponsors of bills. ...We have found over the years that this kind of planning and strategy for this state is more effective than general appeals to the public at large. ...here it seems to work in good times. In bad times nothing is likely to get us more money." This author can only add "amen" to that!

The only brochures produced are ones directed to the legislator "and persons with some library responsibilities" outlining the library needs of the state. These are usually produced by the local libraries or the Maryland Library Association.

Testimony was given before the House Ways and Means Committee and the Senate Budget and Taxation Committee by the State Department of Education, The Maryland Advisory Council, members of boards of library trustees and a limited number of selected users. The testimony is usually reviewed to see that there is no repetition or inaccuracy. State library testimony usually contains statistics on libraries and is typed and handed out at the hearing to the legislators on the committees.

Maryland librarians believe the most effective way to pass legislation is to get the "right person" to talk to the "key"legislator.

Contacts: Nettie B. Taylor
Maryland State Department of Education
Division of Library Development and Services
200 West Baltimore Street
Baltimore, Maryland 21201

Kitty Hurrey
Southern Maryland Regional Library
P.O. Box 1069
La Plata, Maryland 20646

Maryland Library Association
115 W. Franklin Street
Baltimore, Maryland 21201

MASSACHUSETTS

This state had a librarian on the inside. A member of the Democratic Committee is a librarian and one of the planks of the Democratic party platform for 1983 calls for a state library automation plan, compensation for non-resident use and other issues. They have increased state aid and passed a "confidentiality of records" bill.

They have had a Friends group since 1918 but it has limited its political activity. A new group was formed as part of the association in 1983.

Contact: Roland Piggford
Director, Board of Library Commissioners
648 Beacon Street
Boston, MA 02215

MICHIGAN

The serious financial problems of the Detroit Public Library have been in the national press this year, with the lack of stable funding being at the root.

The State Library was abolished and replaced by the Library of Michigan. The new agency is part of the legislative branch of government. This change is expected to improve the status of the library and to overcome governance and budgetary problems which plagued the State Library since the mid-sixties.

Contact: James Fry
State Librarian
Library of Michigan
735 E. Michigan Avneue
P. O. Box 30007
Lansing, MI 48909

MINNESOTA

The Minnesota Information/Library Legislative (Mill) Day is hald annually during the Legislative session. Librarians, friends, trustees, and other interested citizens from across the state visit and lunch with their legislators to discuss library issues and to hear brief talks on the state of libraries and information across the state. Technology demonstrations during the day are offered at the Capitol and feature on-line catalogs, data base searches, electronic mail, and other library applications of technology. Handouts emphasizing cooperative efforts among libraries throughout the state and describing local, regional, and multi-type library systems are available.

The Minnesota Library Association promotes legislation through lobbying efforts of its Legislative Committee, the Minnesota Coalition of Libraries, the Minnesota Association of Friends, and other involved groups. A telephone network of librarians in special, school, academic, and public libraries is activated when state or federal legislators must be contacted about issues. MLA has hired a professional lobbyist who is actively promoting library philosophy and related legislative issues at the Legislature. Minesota participates in the ALA Federal Legislative Day by sending representatives and by scheduling group visits of concerned librarians representing all types of libraries in the local office of each Representative.

The Minnesota Library Association's quarterly publication, The Minnesota Information/Library Legislative Bulletin, includes updates on state and federal legislation of interest and importance to libraries as well as information on key legislators, reports on lobbying efforts, lobbying tips, and also articles by state and federal legislators.

The Library Development and Service Office, a division of the State Department of Education, plays a vital role in keeping the profession informed on library issues and pending legislation. Budget requests for state funds for library issues and pending legislation. Budget requests for state funds for library services originate in and are submitted through the State Department of Education to the legislature by this office. The proposed legislation is then defended in close cooperation by the Library Development and Service Office, librarians and library systems across the state and various other interested groups. Extensive state-wide cooperative efforts over an 18 month period by the Library Development and Service Office, the Minnesota Library

Association, local, regional, and multitype library systems resulted in a revision and re-codification of public library laws in 1983.

Contacts: Gretchen Wronka, Chair
MLA Legislative Committee
Southdale Hennepin Area Library
7001 York Avenue S.
Edina, MN 55453

William Asp, Director
Library Development and Service Office
440 Capitol Square Building
550 Cedar Street
St. Paul, MN 55101

MISSOURI

This state used two clear short (one foldover page) brochures: One has a simple eye-catching explanation of the "Library Networking Legislation HB 300" with the names of the legislations sponsors displayed prominently on the cover; the other was a few short statements about what state aid does and a graph of state aid for the last 10 years.

A special fund-raising drive raised maoney to pay a lobbyist starting in 1982 ($6,000) and the lobbyist is credited with being "most effective in keeping us informed about developments on the "inside" at the capitol."

The chairperson of the association legislative committee and members of the association were able to testify before the House and Senate Appropriations Committee although such testimony is not customary in Missouri.

The result in 1982 was the restoration of almost all the appropriation which had been cut in half in 1981. In 1983 Missouri librarians held their own on budget issues They are working for a substantial increase in 1984. They are also trying to have the state library law re-codified and the state aid formula revised.

The state friends group has started a newsletter.

Contacts: Marilyn McLeod
Parkade Plaza; Suite 9
Columbia, MO 65201

Charles O'Halloran
State Librarian
Missouri State Library
308 E. High Street
Jefferson City, MO 65101

MONTANA

The Montana Library Association shared a lobbyist with the Montana Arts Advocacy (a natural coalition - see section one on coalition building). It also sponsored a legislative day reception in February 1983. The reception was held in the State Library quarters and was well attended by legislators, librarians, and friends of libraries. It was viewed as a worthwhile effort.

The Association used radio spots and slides from the American Library Association.

There were definite legislative successes in the 1983 session: the increase in the mill levy limit for public libraries and change in the composition of the State Library Commission. The Arts Advocacy coalition and the joint hiring of a lobbyist are seen by library legislation planners as being particularly effective methods for getting legislation passed.

Contact: Barbara Rudio
Pres., Montana Library Association (1984/85 term)
Missoula City-County Library
301 E. Main Street
Missoula Mt 59802

NEBRASKA

Nebraska has had a modest state aid program for a decade. Changes are being developed that will channel much of the state aid through the state's regional systems. These regional systems were developed in 1982-83 despite failure of a 1982 bill to give them a statutory existence, and they are funded at a very low level. Adequate funding is being sought.

A bill on the confidentiality of library circulation records was passed in 1983, but another relating to theft, damaged materials, unreturned materials, and other library security problems has bogged down, had opposition from the state Bar Association, and is unlikely to pass.

The Nebraska Library Association hired a lobbyist in 1983. In 1984, NLA will have its first Legislative Da at the State Capitol, with a reception for legislators afterward at the Nebraska Library Commission. A major concern at Legislative Day will be lobbying for a substantial appropriation for systems.

Contact: John Kopischke, Director
Nebraska Library Commission
1420 P Street
Lincoln, NE 68508

NEVADA 73

The association did "quick print" fact sheets which they distributed to selected

legislators. As Nevada has only 63 legislators this modest campaign is effective.

The association has regular lobbyists in its membership and so the legislative committee is able to "... monitor the session as we know when the hearings are to be held" without hiring a lobbyist. The association president, friends of the libraries and citizens testified before the Ways and Means, Finance and Taxation committees.

Press releases (which some states find ineffective) are well used by radio, TV and the newspapers in Nevada.

The legislative committee assigned members to lobby specific legislators. The Association also hosts a legislative reception.

The effort was successful because it did win some small increases in the face of very serious state fiscal problems. Law library, library construction revenue bonds on the ballot in 1984, and archive and state publication bills passed, but some bills relating to particular libraries died in the conference committee. A conference committee is a committee created to resolve the differences in legislation passed by the house and senate in a bicameral system. They must hit upon a compromise both chambers can accept before the bill can go to the governor for his signature. It is always sad to lose legislation in this way "at the very last moment" and out of the public eye where testimony is rarely heard.

Contact: Charles Hunsberger
Clark County Library
1401 E. Flamingo
Las Vegas, NV 89109

NEW HAMPSHIRE

New Hampshire does not have direct state aid. Aid is given to public libraries through services from the New Hampshire State Library as authorized in the state library budget.

NEW JERSEY

The New Jersey Library Association has a strong legislative program consisting of the Government Relations Committee, a Legislative Lobbyist and a Federal Relations Coordinator. As a result of intense efforts by the Association, as well as support from librarians, trustees and friends throughout the state, the Library Networks Bill was passed by the 200th Legislature of New Jersey and signed into law by Governor Thomas Kean on January 16, 1984. The new law provides for the establishment of six regional library cooperatives consisting of public, academic, school, institutional and special libraries. The legislation includes an initial appropriation of $125,000 to establish planning grants for the cooperative and to provide start-up monies for the first two regions.

Due, also, to N.J.L.A.'s strong lobbying efforts, Governor Kean's 1985 Budget Message recommends an increase of $2,300,000 over the amount originally budgeted for the current fiscal year for State Library Aid. This amount brings the current library aid to an even $10,000,000, ---an increase of 30% over last year and the largest single increase ever!

N.J.L.A. is now hard at work to assure the support of the Legislature for the Governor's budget recommendation, and to obtain sufficient funding for the network bill.

Several library groups, i.e., the Morris County Libraries, the Bergen County Co-operative Library System Libraries, and the Middlesex Libraries, sponsored successful legislative receptions, enabling librarians, trustees and friends to present the "library message" to state, county and local officials.

LIBRA/NJ published a very professional brochure titled "The Library Crunch" outlining "the plight of libraries in New Jersey and how citizens and officials can help." They also developed a professional slide lecture program which they felt was effective. They also distributed fact sheets and the state librarian and other librarians testified in the capitol. The result was an increase in state aid.

LIBRA/NJ (Library Advocates of New Jersey) is planning a reception in May for the delegates to the Governor's Conference on Libraries and Information Services.

The reception is intended to serve as a stimulus to the formation of a state-wide program of citizen support for better libraries.

Contacts: Carol J. DuBois
New Jersey State Library
185 W. State Street
Trenton, N. J. 08625

Mary Jane Doyle
New Jersey Library Association
116 West State Street
Trenton, N. J. 08608

NEW MEXICO

Two bills of interest to libraries have been entered into the state legislature. Both bills are being supported by the NMLA lobbyist and by individual members, as well as by the State Librarian. One bill is part of a package introduced by the Board of Educational Finance. It would allocate $20 million over 5 years ($4 Million/year) to institutions of higher education, for library acquisition, computer equipment and data-bases, interlibrary loan and other services to be funded by bond revenues. The other bill introduced by a state Senator, seeks $1.50 per capita for the purchase of books

for public libraries.

At the 1984 NMLA Conference in April, the Legislation and Intellectual Freedom Committee sponsored a panel discussion called, "Communicating With Decision Makers." This panel was moderated by the NMLA lobbyist and included the heads of 2 state agencies that deal with funds for libraries, a state legislator, a member of a school board, and a mayor of a smaller city in New Mexico.

Contact: Linda J. Erickson
President
New Mexico Library Association
RR 5, 104 Penasco Road N. E.
Albuquerque, NM 87123

Virginia Downing
State Librarian
New Mexico State Library
325 Don Gaspar
Santa Fe, NM 87503

NEW YORK

Nineteen eighty four was the ninth annual NYLA Library Day and many areas hired buses to bring the librarians and friends to the capitol. They have a senate and an assembly subcommittee on libraries to which they can address particular library issues. Senator Hugh Farley, chairman of the Senate Library Subcommittee, said "...that legislators almost universally like libraries. Farley stressed two points. First, Library Day participants should unite to support whole heartedly the Regent's Omnibus Bill, saving any reservations they might have for later adjustment through amendment." t(This exemplifies a point mentioned in section one of this report). His second point that librarians should take advantage of the media - is excellent year round advice. Farley emphasized that the media will publicize library concerns whenever possible, that "as communications specialists themselves, media people feel a kinship with librarians which librarians should not ignore ..." (This is from an article by Margaret Mirabelli in NYLA Bulletin for May 1983).

New York has a Citizens Library Council of New York State which helps plan Library Day.

New York publishes a useful plan called The NYLA Legislative Program (B. Anne Commerton and Nancy W. Lian). In it the authors point out that they do not hire a lobbyist. After many years New York librarians have developed an excellent relationship with the executive and legislative branches of government and these contacts serve the purpose a lobbyist serves in other states. New York has a large legislative committee (15 members with overlapping terms of three years each) representing all types of libraries, functions, associations and geographical areas. They meet five times a year

and develop lists of key legislators, political contacts, key staff aids, committee assignments, members of the Governor's Division of the Budget and librarians who will make the "home" contacts (a network is detailed in section one of this report). The NYLA Legislative Committee creates a form with lists of bills, their numbers and sponsors, the committee to which they have been referred, the action taken and toll-free number for legislative updates. They also do some "coalition building" as outlined in section one of this report. Members of the coalition include: "...the state association of library boards, parent-teacher associations, school board associations, associations of cities and towns. On matters of censorship, The Civil Liberties Union is crucial. For library buildings, the construction unions are obvious partners." They write letters of congratulation in the "letters to the editor" in the home town newspapers of the legislators. They also take advantage of the "press release drop space," in the press room in the capitol building. They find when one paper's reporter picks a story up the others pick it up from them. A note in the Albany paper from a release at the capitol building was picked up later in the New York Times. They keep a mailing list to notify local librarians of hearings held outside the capitol. They have regional hearings of the library subcommittees. They then develop a "comprehensive library bill" each year in co-operation with the Governor, Board of Regents, Assistant Commissioner for Libraries, State Librarian, Bureau of School Libraries and the library association. They develop a legislative program for the New York Library Association each year. In 1984 they started sending periodic first class letters to all NYLA members describing legislative issues, progress and action needed. The "Library Day" is planned to fit into the appropriation schedule and fall on a Tuesday. Legislators report back each Monday and are more likely to keep regular office hours on Tuesday. Library Day preparations take advantage of student help and feature the following: a cover letter to the potential lobbyists with the names and numbers of key legislators to get appointments, a summary of the state legislation package, tips on how to write or phone a legislator, a guide to monitoring bills in progress and a description of the mechanics of visiting legislators. On legislative day a briefing room is set up in the Legislative Office Building, registration tables are set up, a schedule of briefings is prominently posted, a banner is flown, a statistical form is given out, library cards for the legislators are distributed, copies of bills are distributed and a debriefing form is made out by each participant.

The libraries may provide box lunches to eat on the bus, or find a local sponsor who will donate some food. The normal Library Day attendance is 600.

Another excellent publication from New York is The Library Lobbyist blished by the New York Library Association. Every state should develop a guide to its state's

legislative procedures based on this model.

In 1981 a bill passed increasing library aid by 30%. Their state aid was larger than the total LSCA I budget proposed by the Reagan administration for the entire nation. Other legislation provided for regional networks, confidentiality of records, the right of library staff to detain theft suspects, exemption from obscenity laws and school pilot projects.

The association has used radio and TV talk shows and has a video tape of one of them available.

Apart from the special library committees mentioned above, testimony was presented before the Ways and Means Committee, the Finance Committee, the Education Committee and the Board of Regents.

The Omnibus Bill for 1984 has already been presented. The Governor of New York included $8 million in increased library funding in his 1984 proposed budget.

Contacts: Nancy Lian
New York Library Association
15 Park Row
New York, N. Y. 10038

Carol Kearney
Buffalo Board of Education, Room 408 City Hall
Buffalo, N. Y. 14202

Janet Welch
339 East Avenue, Room 300
Rochester, N. Y. 14604

NORTH CAROLINA

North Carolina used the theme of "pocket" to carry out one of the cleverest legislative campaigns. They handed out pockets half full of peanuts with tags which read "Food for Thought .. North Carolina Public Libraries Operated on Peanuts! Here's half a pocketful for you" and statistics on the reverse. They also published an excellent small statistical publication called Pocket Facts About North Carolina Public Libraries with the printing costs assumed by the Charlotte Public Library. These were distributed at a legislative day wine and cheese party for the legislature. They also distributed needs reports on each library system tailored especially for the legislator in whose district the library fell. These were paid for by the state library. They also produced two attractive ribbons which could be pinned on or used as bookmarks with the mottos "Pin a rose on you for supporting libraries" (used with a rose at the second legislative day wine and cheese party in 1983), and "You're a real peach! For supporting public libraries" both lending themselves to gifts and fun for the legislators.

The last one was used with a real peach, of course, at "thank you" visits after the 1983 legislation passed.

The Secretary of Cultural Resources, the State Librarian and several Public librarians testified before the House Cultural Resources Committee in 1981-82.

They say: "Our campaign in 1983 was directed first of all to key legislators sitting on appropriations committees and then to legislators to support what the leadership had approved. A ... large letter-writing and telephone campaign was carried out."

In 1983-84 they secured a three million dollar increase in state aid. The increase was placed directly into the state budget.

Contact: Louise V. Boone, Chairman
Governmental Relations Committee of NCLA
Box 68
Winton, N. C. 27986

NORTH DAKOTA

North Dakota printed a brochure titled Public Libraries Are Open to Everyone with a clear simple description of the state aid proposal and a pie chart. This was printed and designed at the Bismark Library but paid for by the North Dakota Trustees. They also generated lists of the dollar amounts in state aid for each locality and a Public Library Hotline Newsletter.

Trustees, librarians and legislators testified before the House Education, House finance and Taxation, House Appropriations, Senate Education and Senate Appropriations Committees. Some of the most effective testimony before legislative committees can be from legislators themselves. It always helps if a legislator sees one of his colleagues willing to stand up and be counted publicly for an issue.

The result was an extra 1 million dollars in 1978-81, 1.1 million dollars in 1981-83 and 1.1 million dollars again in 1983-85.

They are considering networking legislation in the future.

They remark that they "have offered to assist academic and school libraries, but they have not organized to a point to use our .. (legislative) .. network." This is a pattern repeated in many campaigns across the country. They are often primarily public library campaigns as a result.

The North Dakota program was spotlighted at the "Getting It Passed" meeting at the 1984 ALA in Dallas.

Contact: Tom Jones
Legislative Chairperson
North Dakota Library Association
520 Avenue A East
Bismark, ND 58501

OHIO

The State Library approved a grant application in January 1984 to carry out a program of public awareness of libraries. The program will include publicity packets of activities, materials and resources to encourage libraries of all types to increase their visibility. The project will be carried out by a joint task force of representatives from six Ohio library organizations.

Contact: A. Chapman Parsons
Ohio Library Association
40 S. Third Street
Columbus, OH 43215

Peggy Campbell
The State Library of Ohio
65 S. Front Street
Columbus, OH 43215

OKLAHOMA

Oklahoma has been very active. The state library says: "In this state a campaign to increase state aid is an on-going project."

Two excellent mottos have been used "Libraries Are Mind Movers: Tag Your Library" and " LIBRARIES ... Because They Are Worth It."

The effort is a joint effort of school and public libraries through the association in Oklahoma.

Oklahoma does have a slide program on how their legislative effort works. It has been used "mostly out of state." Olkahoma has published many excellent brochures including Public Library Statistics at a Glance, which has very readable bar graphs, and has created a folder with the motto and national library logo to hold all the handouts for their Legislative Day.

This state developed many eye catching devices to promote their issues. They had buttons, plastic bags, name tags, business cards, coffee mugs, napkins, balloons, bumper stickers, pads, pencils, T-shirts, mobiles and bookmarks. These were given by the state agency to any public library to sell at cost. They even used a biplane to pull a sign over the first University of Oklahoma football game. Their report, in scrapbook form, was a John Cotton Dana Award winner.

The association sponsors a "Library Day" each year with a box lunch supplied to they legislators by the members and many of the above items are given as handouts to legislators.

The result was a rise from 11 cents per capita in 1979 to 56 cents per capita in 1982. In 1983 a threatened budget cut was turned into an increase for the library part

of the budget.

The new campaign with the motto "LIBRARIES .. For All Of Us" has its poster printed, and TV spots in production.

Contacts: Marily Vesely
Public Information Officer
Oklahoma Department of Libraries
200 NE 18th Street
Oklahoma City, OK 73105

Lee B. Brawner
Chairperson
Oklahoma Library Association
Library Development Community
Metropolitan Library System
131 Dean A. McGee
Oklahoma City, OK 73102

OREGON

No response, but the WHCLIS delegation reports that "a public awareness project (distribution of T-shirts, stickers, etc.) was undertaken by the Friends of Washington County Library Association."

Contact: Wesley Doak
State Librarian
Oregon State Library
State Library Building
Summer and Court Streets
Salem, OR 97310

PENNSYLVANIA

An annual "Legislative Day" during National Library Week sponsored by the state library, the state association and the state friends group (Pennsylvania Citizens for Better Libraries) is credited with a 75% increase in state funding for public libraries over the last four years. It features a how-to-lobby session, a packet with position statements and presents for legislators such as Library-Users-Are-Voters buttons and the Pennsylvania Library Card, a fold-out statistical compilation. A publication for legislators stresses the state aid level of neighboring states and the past state aid level.

Approximately 300 citizens and librarians join on this day to visit all legislators. The day concludes with a posh buffet in the Capitol Rotunda. Children dressed as walking books (1983) or runners decked out with T-shirts proclaiming "Reading Jogs Your Mind" (1984) help grab media attention. The state groups have succeeded in having the "cap removed on state aid and over the last four years public libraries received a 75% increase in state aid."

The newest state-wide strategy to influence legislators is a Library Legislative Advocate Network. Each of Pennsylvania's 255 legislators has an assigned advocate who makes contact several times a year, not just on Legislative Day, to become a friend and a promoter of libraries. An Advocate's Handbook spells out goals and responsibilities and is updated by a regular column in the PLA Bulletin, the library association's monthly publication.

The Friends group (The PA Citizens for Better Libraries) won the "first award as the best statewide friends group from (The) Friends of Libraries USA (in) 1983." The PR effort they developed using the motto "Your Public Library - We Have The Answer" won the 1983 John Cotton Dana Award.

The State Library published a "fold out" statistical publication called a Pennsylvania Library Card and the association published a brochure More For The Money. They also developed a series of "position statements" for distribution within the profession.

RHODE ISLAND

They have not conducted a legislative campaign, but "a funding subcommittee of the Rhode Island Library Association in co-operation with the .. (state agency) .. is just starting the development of legislation to increase state aid" was the report in May 1983.

The WHCLIS delegation reports a state aid grant increase and legislation to create a state publications clearing house as passed by summer 1983.

Rhode Island also has a Rhode Island Coalition of Library Advocates.

Contact: Bruce E. Daniels
Deputy Director
State of Rhode Island and Providence Plantations
Department of State Library Services
95 Davis Street
Providence, RI 02908

SOUTH CAROLINA

South Carolina will conduct its third annual "Library Legislative Day" sponsored and paid for by the Association of Public Library Administrators (APLA) from their dues with the support of the Public Library and Trustee sections of the South Carolina Library Association. Representatives of these sections also appear before the State Budget and Control Board and the House Ways and Means Committee in support of the State Library's budget request which includes State Aid for public libraries.

The theme for 1984 Legislative Day is "South Carolina Public Libraries: An Investment in Our State's Future." Folders containing statistical and informational

brochures are prepared for distribution.

Currently legislation on the confidentiality of library records is being introduced, as well as a request for a 33% increase in State Aid.

Contact: Betty E. Callaham
South Carolina State Library
1500 Senate Street
Post Office Box 11469
Columbia, South Carolina 29211

SOUTH DAKOTA

South Dakota currently does not have direct state aid to public libraries. This is under study and will be introduced when the libraries in the state have developed more local support for the concept. A statewide plan for automation has been the main focus of State Library activity for the past year. When complete, this database will provide for an automated, integrated library system. An effort is also underway to start a Friends of South Dakota Libraries.

Contact: Clarence L. Coffindaffer, State Librarian
South Dakota State Library & Archives
800 North Illinois
Pierre, South Dakota 57501

TENNESSEE

Tennessee's structure for influencing library related legislation at both state and federal levels is a legislative network administered by the legislative committee of the state library association. For a quick grass roots response to an issue the association president notifies the legislative committee chairman to activate the network. The chairman calls seventeen Regional Coordinators, each assigned a division of the state. Each coordinator then calls his region's six to fourteen Advocates, each of whom has been assigned a specific state or federal senator or representative. The Advocate calls his designated official, and alerts other local citizens to the issue. Easy access to a Wats line is an important consideration in selecting members of the network, most of whom are library trustees or Friends.

For letter writing campaigns Regional Coordinators send letters to U.S. Senators and Representatives, and the Advocates follow up with letters to their own state representatives.

To express appreciation for the state legislature's support of library interests, trustees, Friends and librarians annually gather to host legislators at a "Library Day at the Legislature" breakfast or luncheon sponsored by the Tennessee Library Association's Legislative Committee. This committee also presents trustee workshops on ways to promote libraries, get the legislature's attention, talk to legislators, and follow

up. It publishes an occasional newsletter which covers topics such as how to write letters to government officials, who the network members are, and tips on expressing appreciation at the Legislative Day gathering.

The Legislative Committee has not testified before a legislative committee, but is available to do so or to select an appropriate representative. The committee regularly receives the Washington Newsletter, and reacts or responds through the Network. In all its activities the committee's effectiveness relies heavily on open communication with the state library agency and concurrence in objectives for statewide library service.

The president of the state library association and the chairman of its legislative committee register with the state each year as lobbyists.

Contacts: Mrs. Diane Baird, Chairman
TLA Legislative Committee
Warioto Regional Library
P. O. Box 886
Clarksville, Tennessee 37040

Mrs. Olivia K. Young
State Librarian and Archivist
Tennessee State Library and Archives
403 Seventh Avenue North
Nashville, Tennessee 37219

TEXAS

Since the Texas Legislature meets only in odd years, the TLA Legislative Committee formulates a legislative program in even numbered years. (At other times, the governor can call special sessions which can act only on the agenda specified by the governor.) Appointments on the Committee are for two years, from the end of one session of the Legislature to the end of the next. Each goal in the program must be approved by the Association's Council before it can be considered an official stand of TLA. The Committee presents the goals to Council in the annual conference in April of even years. Members of the Legislative Committee work with Mr. Sam Stone, the TLA Legal Counsel, to identify legislators who will support the goals and, where appropriate, introduce specific legislation.

The 1983 Legislative Program

Only one of the specific goals adopted by TLA was fully achieved, the exemption of serials subscriptions from the bidding requirements. The goals regarding funding for academic and public libraries were partially reached. The other goals were not achieved. The governor is expected to call a special session in 1984, but it is not likely that any library issues will be considered.

While the program was only partially achieved, we feel that libraries, librarians, and TLA were more visible in the 1983 Legislature than ever before. We intend to continue to maintain a high visibility in the future.

The 1985 Legislative Program

The details of the next legislative program will be available after the Annual Conference, April 4-6, 1984. A publicity and lobbying effort similar to that conducted in 1982-1983 will begin immediately thereafter. It is expected that most of the goals not reached in 1983 will be continued and some new issues added.

In order to maintain visibility with legislators and to help acquaint the membership with the political process, the Legislative Committee is sponsoring at the annual conference a panel discussion on "Prospects for Libraries in the 1985 Legislature (and in the 1984 Special Session)." We have invited four representatives and four senators from the Texas Legislature, six of whom have accepted to date. The panel will be moderated by the TLA Legal Counsel and will include a question and answer session. It is possible that a program sponsored and organized by the Legislative Committee will become a regular feature at annual conferences in the future.

Contacts for information concerning the legislative efforts of TLA are:

Dr. S. Joe McCord, Chairman
TLA Legislative Committee
VC/UHV Library
2606 N. Ben Jordan
Victoria, TX 77901
(512) 575-3157 Ext. 281

Mrs. Ada Howard, Executive Director
Texas Library Association
8989 Westheimer, Suite 108
Houston, TX 77063
(713) 782-0570

Mr. Sam V. Stone, Jr.
TLA Legal Counsel
1010 United Bank Tower
Austin, TX 78701
(512) 474-1156

UTAH

The Utah State Library reports no campaign carried out and none planned at this time. /

Contact: Russell L. Davis
Utah State Library
2150 South 300 West #16
Salt Lake City, Utah 84115

VERMONT

No report on legislation from the state library or association. Vermont has no direct aid to libraries.

Contact: Patricia Klinck
State Librarian
Vermont Department of Libraries
111 State Street
c/o State Office Building (Post Office)
Montpelier, VT 05602

VIRGINIA

Virginia has had one of the most active political campaigns in the nation and gone from 40th in state aid per capita to among the top ten in the nation. The association conducted a study and prioritized its want list with state aid at the top. They hired a lobbyist who was a featured speaker at the workshop GETTING IT PASSED at the Dallas ALA in 1984 (tapes available from ALA). It recruited key legislators, had them speak at association meetings, brought 500 people to the state capitol for testimony before a specially created library subcommittee of the House Appropriations and Senate Finance Committees and through the Friends of Virginia Libraries created a Political Action Committee to support candidates financially. The association pays $10,000 annually for a lobbyist, and association members devote much time to the effort. They have published informational and statistical brochures and the state library helps with organization and statistical publications. An active legislative network exists. The result has been not only the dramatic increase in state aid, but a comprehensive library networking law (with funds earmarked for it in the governor's budget), new depository laws, curtailment of an effort to do away with certification for librarians, curtailment of an effort to alter the formula to benefit one rural library system at the cost of others, major revision in the new school library standards which would have weakened the state's support of school libraries, and a constructive alteration of the state aid eligibility rules. For further information on how the state aid campaign was carried out see the author of this reports' article in LIBRARY JOURNAL May 15, 1983.

The association takes a stand on state issues involving colleges, schools and public libraries and proposes slates of candidates for gubernatorial appointments to boards and commissions in these fields.

In the 1983 legislative session the leadership was committed to 100% funding of the state aid formula (now at 80%). The Virginia philosophy is that if the Friends and the association are not constantly politically active on all fronts they will not be positioned to win when an issue arises. They try to direct political activity rather than be directed by it.

In January 1984 the Governor of Virginia added $400,000 in state funds. In February the Virginia House of Delegates added 2.8 million and the Senate added another 2.8 million to bring this state to 100% of its state funding formula.

It has not sponsored a legislative day however; it will try its first in 1984.

Contacts: Richardia Johnson
Va. Friends of Libraries
c/o Staunton Public Library
19 South Market Street
Staunton, VA 24401

Harriet Henderson
Legislative Committee
Virginia Library Association
c/o Newport News Public Library
2400 Washington Ave
Newport News, VA 23607

Donald Haynes
State Librarian
Virginia State Library
12th and Capitol Streets
Richmond, VA 23219

WASHINGTON

Washington continues to be one of five states that provides no state supplemental funding for local public libraries.

A bill sponsored by the Washington Library Association requests $1 per capita ("The One Dollar Bill") annually for public libraries. The appropriation would be distributed on the basis of population size, geographic size, and level of local support. The bill also allows reimbursement to academic libraries in Washington for an increasing level of interlibrary borrowing by public libraries.

Washington has worked on passage of this bill for ten years. During 1982 and 1983 WLA did not introduce the bill because libraries felt that the fiscal crisis facing the State of Washington had priority over the financial deterioration of local public libries. WLA plans to push the bill agressively during the 1984 legislative interim. Major efforts will focus at the local level and hearings statewide. WLA has written a "Statement of Need" to be used with legislators.

The Washington Library Association's Legislative Planning Committee continues in its efforts to solidify legislative efforts in library and information-related issues statewide. Efforts to secure state supplemental funding for public libraries continues; statewide hearings to foster dialog between legislators and library users are planned during 1984 in preparation for a solid push for passage of legislation during the 1985. Legislative Session. Success stories of recent sessions included a well-stated (and since tested) law exempting "certain personally identifiable library records" (including, but not limited to, circulation records) from public disclosure and the creation of an island library district. This session's planned activities include passage

of legislation related to the State Library (consolidating its activities; changing the configuration and membership of the State Library Commission); defense of intellectual freedom issues when and as necessary; and tracking a variety of local government-related issues, including those concerning tax structure, library system governance, boundary review and annexation, and the like..

Contacts: Legislative Co-Chairs:

Becky Morrison
Timberland Regional Library
415 Airdustrial Way S.W.
Olympia, WA 98501
(206) 943-5001

Anne Haley, President
Washington Library Association
Walla Walla Public Library
238 E. Alder
Walla Walla, WA 99362

Irene Heninger
Kitsap Regional Library
1201 Sylvan Way
Bremerton, WA 98310
(206) 377-7601

Nancy Zussy, Deputy State Librarian
Washington State Library, AJ-11
Olympia, WA 98504

WEST VIRGINIA

West Virginia's active and imaginative campaigns have been famous in the profession for many years (sometimes spearheaded by its colorful Director of The West Virginia Library Commission.)

This state, as a result, is always near or at the top of the per capita state aid list in the nation for public libraries.

Stickers, folders, cards, envelopes, posters, pads, newspapers and bookmarks are paid for by the West Virginia Library Association and designed and distributed by the Library Commission's support service. They have used such mottos as "Open a Library NOW Account" (with mock checks and statements), "The Sweet Things In Life Are Found In The Library" (with jars of hard candy), "Bucks for Books Jar" (with "bail" in per capita), "Pump for Libraries" (with a gas pump theme) and "Campaign for Libraries" with campaign billboards and buttons. For ten years they have sponsored an "Annual Library Appreciation Day Dinner" which is one of the few dinners the governor always attends. They have also had up to 100 legislators attend and 600 to 700 librarians and friends.

The House and Senate Finance Committees request the State Library Commission to recommend librarians and citizens to testify before them. This is real power and guarantees a smart and orchestrated appearance before these committees.

"State grants in aid have increased by over 1000%, from 20¢ per capita in 1974 to the current $2.52" per capita.

The West Virginia program is a slick, professional model for the nation.

Contact: Frederick J. Glazer
Director
West Virginia Library Commission/
Library Association
Cultural Center
Charleston, WV 25305

Jean Moellendick
President
West Virginia Library Assoc.
Parkersburg High School
2101 Dudley Avenue
Parkersburg, WV 26101

Martie Smith
Chairman, Legislative Committee
Alpha Regional Library
Spencer, WV 25726

WISCONSIN

Here is a state where the focus has been on "how to do it better" in terms of lobbying for library causes.

Having learned its lesson from the "divided front" presented in the last major legislative effort, the library association with the cooperation of the state library agency spent the year getting organized. Efforts included a program at the fall 1983 library association conference on "how to lobby" including speakers from both the executive and legislative branches of the state government and a general survey of the association membership to determine the level of political involvement of the library community. The impetus behind these efforts is the creation of a state task force on library legislation which is developing a legislative policy package to be introduced in the next biennium.

The state does have a friends of Wisconsin Libraries.

Contacts: Faith Miracle
Administrator
Wisconsin Library Association
1922 University Avenue
Madison, WI 53705

Dennis Ribbens
Lawrence University - Library
Appleton, WI 54911

Friends of Wisconsin Libraries
c/o Wisconsin Library Association
1922 University Avenue
Madison, WI 53705

WYOMING

This state has no direct state aid to public libraries.

The Wyoming Library Association did develop "fact sheets" and did testify in the review of the state library budget before the Appropriations Committee.

They said "We were going for two packages: statewide automation project and state

aid .." (i.e. to create state aid). "Each had about the same cost. One was passed, one was defeated. 50/50 on a half million dollar project is acceptable."

They say: "With only 475,000 residents and a 30 day budget session, lobbying is not such a media event in Wyoming. Rather it is a process of getting everyone working together for common goals sufficiently prior to ... the legislative session ... to be able to reach (the) legislators.

WHAT DID THE STATES HOPE TO LEARN FROM THIS REPORT

Many states contributed information to this report in the hopes of learning from it. The authors have tried to meet contributions expectations. The following list of expectations and accompanying scorecard indicates that many of the hopes of contributors have been met. Some of this expectations for the report were the following:

- A brief review of current political activity in other states.
- A list of contact people.
- Examples of successes and failures.
- An evaluation of programs to show why some failed. (In some cases, we have made some assumptions from material submitted and done this)
- Examples of plans in other states to increase state aid
- An example of how our efforts compare to those of other states (You can draw your own conclusion.)
- An indication of efforts made by public to enlist support for their proposals (Some advice in section one)
- The hope that a mechanism could be developed to share this kind of information every year! (An excellent idea and a good one for LJ or AL as an annual report)
- Samples of legislation which has passed. (Although the request is beyond the scope of this paper, it is an excellent idea. We have noted some of the kinds of legislation which have recently passed in individual states. For more information on specific legislation which interests you, contact the appropriate state agency.)
- An outline of the organization of a legislative program. (We have noted some states with particularly good manuals for which you can write.)
- Samples of Public Relations materials used. (We have done this in section III)
- Campaign strategy manuals. (We have noted some states with good ones for which you can write)
- Information on how campaigns were funded
- Methods for reaching local trustees (If you find a way, tell the authors.)
- Ways to involve special and academic libraries (This is a difficult task. We found no state which has had great success in this area.)
- A comparison of state aid program funding now in effect. (We have used this with the Urban Libraries Council report in section III for this purpose.)
- Methods for dealing with changing legislation focus caused by yearly changes in leadership. (We have touched on this in both sections I and II)

- An analysis of the voting records of those who support libraries. Are they politically active people? (Are they, indeed? This is a good question not answered here.)

SECTION III

PUBLICATIONS WHICH HELPED GET IT PASSED

Introduction

This is the "picture book" section illustrating literature various states have produced to further their state legislative campaigns.

We would like to thank the associations, agencies, libraries and individuals for allowing their art work to be reproduced here. We would also like to thank the King Feature Syndicates Inc. for allowing us to reproduce the Bettle Bailey strip which several states used in their campaigns. Finally, we thank the Urban Library Council for allowing us to use the statistics they collect annually on the amount of state aid given to libraries in the fifty states.

1983-84

*DIRECT AID TO PUBLIC LIBRARIES ONLY

In per capita order

WEST VIRGINIA	$ 2.52	NEBRASKA	$ .19
MARYLAND	2.41	NEVADA	.18
GEORGIA	2.03	NEW MEXICO	.17
ALASKA	1.57	KANSAS	.17
NEW YORK	1.30	CALIFORNIA	.13
PENNSYLVANIA	1.18	DELAWARE	.13
MINNESOTA	1.09	MAINE	.12
VIRGINIA	1.05	ARIZONA	.11
NORTH DAKOTA	.84	OREGON	.08
NORTH CAROLINA	.82	INDIANA	.07
ARKANSAS	.80	COLORADO	.04
NEW JERSEY	.77	IDAHO	.04
SOUTH CAROLINA	.75	OHIO	.003
MISSISSIPPI	.69	IOWA	.00
OKLAHOMA	.58	MONTANA	.00
FLORIDA	.55	SOUTH DAKOTA	.00
ALABAMA	.50	TENNESSEE	.00
MASSACHUSETTS	.50	TEXAS	.00
MICHIGAN	.48	UTAH	.00
RHODE ISLAND	.44	VERMONT	.00
ILLINOIS	.43	WASHINGTON	.00
LOUISIANA	.41	WISCONSIN	.00
KENTUCKY	.35	WYOMING	.00
MISSOURI	.31		
CONNECTICUT	.30		

HAWAII - Is not comparable because its schools and public libraries are in a single system.

Based on statistics drawn from POCKET FACTS ON PUBLIC LIBRARIES.

* Direct aid refers to financial aid given to individual libraries by the state.

1983-84

ALL KINDS OF STATE LIBRARY GRANTS

In per capita order

(This includes state networks, multitype library system grants and construction grants)

WEST VIRGINIA	$ 2.73	ALABAMA	$ .50
ALASKA	2.71	MONTANA	.42
NEW YORK	2.52	LOUISIANA	.41
MARYLAND	2.41	COLORADO	.40
GEORGIA	2.13	IOWA	.39
ILLINOIS	2.09	MISSOURI	.31
RHODE ISLAND	1.76	TEXAS	.27
MASSACHUSETTS	1.34	NEW MEXICO	.27
WISCONSIN	1.26	MAINE	.25
PENNSYLVANIA	1.18	KANSAS	.25
MINNESOTA	1.14	CALIFORNIA	.23
VIRGINIA	1.05	IDAHO	.22
NEW JERSEY	1.05	NEVADA	.19
KENTUCKY	.87	NEBRASKA	.18
NORTH DAKOTA	.84	INDIANA	.15
NORTH CAROLINA	.82	DELAWARE	.13
ARKANSAS	.80	ARIZONA	.11
TENNESSEE	.80	OREGON	.08
SOUTH CAROLINA	.75	OHIO	.03
VERMONT	.74	NEW HAMPSHIRE	.00
MICHIGAN	.72	SOUTH DAKOTA	.00
CONNECTICUT	.72	UTAH	.00
MISSISSIPPI	.69	WASHINGTON	.00
FLORIDA	.61	WYOMING	.00
OKLAHOMA	.58		

HAWAII - is not comparable because its schools and public libraries are in a single system.

Based on statistics drawn from the Urban Library Council's Pocket Facts on Public Libraries available in quantity from Urban Libraries Council (see introduction)

TOTAL DOLLARS IN STATE LIBRARY GRANTS AND
DIRECT AID TO PUBLIC LIBRARIES FOR 1983-84

	Appropriations for Direct Aid to Public Libaries	Appropriations for Public and Multitype Library Systems and Networks	Appropriations for Construction of Buildings	Total Appropriations
ALABAMA	$ 1,963,004	$	$	$ 1,963,004
ALASKA	632,300	400,000	55,000	1,087,500
ARIZONA	300,000	---	---	300,000
ARKANSAS	1,819,871	---	---	1,819,871
CALIFORNIA	3,083,000	2,407,000	---	5,490,000
COLORADO	112,350	1,048,754	---	1,161,104
CONNECTICUT	940,000	486,000	800,000	2,226,000
DELAWARE	75,000	---	---	75,000
FLORIDA	5,323,934	---	575,000	5,898,934
GEORGIA	11,096,711	---	533,143	11,629,854
IDAHO	41,700	164,100	---	205,800
ILLINOIS	4,875,722	16,446,473	2,500,000	23,822,195
INDIANA	393,260	450,000	---	843,260
IOWA	---	1,130,808	---	1,130,808
KANSAS	393,175	196,587	---	589,762
KENTUCKY	1,286,600	837,650	1,066,300	3,190,550
LOUISIANA	1,727,119	---	---	1,727,119
MAINE	137,000	147,500	---	279,500
MARYLAND	10,172,438	---	---	10,172,438
MASSACHUSETTS	2,890,260	4,817,341	---	7,707,601
MICHIGAN	4,401,932	2,298,068	---	6,700,000
MINNESOTA	4,454,000	190,000	---	4,644,000
MISSISSIPPI	1,740,179	---	---	1,740,179
MISSOURI	1,500,000	---	---	1,500,000
MONTANA		326,675	---	326,675
NEBRASKA	304,690	---	---	304,690
NEVADA	142,968	---	---	142,968
NEW HAMPSHIRE	---	---	---	---
NEW JERSEY	5,662,780	2,037,220	---	7,700,000
NEW MEXICO	220,000	128,862	---	348,862

	Appropriations for Direct Aid to Public Libraries	Appropriations for Public and Multitype Library Systems and Networks	Appropriations for Construction of Buildings	Total Appropriations
NEW YORK	$22,800,698	$21,419,312	$----------	$44,300,000
NORTH CAROLINA	4,789,462	----------	----------	4,789,462
NORTH DAKOTA	550,000	----------	----------	550,000
OHIO	37,355	332,217	----------	369,572
OKLAHOMA	1,761,000	----------	----------	1,761,000
OREGON	200,000	----------	----------	200,000
PENNSYLVANIA	14,000,000	----------	----------	14,000,000
RHODE ISLAND	422,983	873,064	374,747	1,670.794
SOUTH CAROLINA	2,339,406	----------	----------	2.339,406
SOUTH DAKOTA	----------	----------	----------	----------
TENNESSEE	----------	3,681,100	----------	3,681,100
TEXAS	----------	3,870,086	----------	3,870,086
UTAH	----------	----------	----------	----------
VERMONT	----------	380,966	----------	380,966
VIRGINIA	6,614,216	----------	----------	6,614,216
WASHINGTON	----------	----------	----------	----------
WEST VIRGINIA	4,914,704	----------	400,000	5,314,704
WISCONSIN	----------	5,917,453	----------	5.917,453
WYOMING	----------	----------	----------	----------
	$124,119,817	$ 69,982,436	$ 6,304,190	$200,406,433

Based on statistics drawn from Pocket Facts on Public Libraries. Compiled by Alex Ladenson, Executive Director, Urban Libraries Council.

CONNECTICUT

STATE GRANTS TO PUBLIC LIBRARIES

INTERAGENCY LIBRARY PLANNING COMMITTEE UPDATE for legislators and public libraries

February, 1983

(Jody Newmyer, ILPC Chairwoman)

PROPOSED FORMULA

The proposed formula will provide each principal public library and each non-principal public library with a $1,200 or $1,000 base grant. The practice of awarding base grants to non-principal public libraries will be curtailed after three years.

Eighty per cent of the remaining funds will be allocated for equalization grants and distributed to all municipalities based on their ranking on the Adjusted Equalized Net Grand List Per Capita. The remaining 20% of funds will be used for incentive grants and distributed in graded amounts to municipalities which exceed (1) the average statewide per capita expenditure for library service, (2) 75% of the average, or (3) 50% of the average.

All Connecticut Towns and Cities Ranked for Adjusted Equalized Net Grand List Per Capita (AENGLC), 1981-82:

RANK	TOWN	POPULATION
1	Greenwich	59,578
2	New Canaan	17,931
3	Darien	18,892
4	Westport	25,290
5	Wilton	15,351
6	Roxbury	1,468
7	Weston	8,296
8	Sherman	3,281
9	Easton	5,952
10	Washington	3,857
11	Salisbury	3,845
12	Waterford	17,843
13	Redding	7,392
14	Woodbridge	7,761
15	Warren	1,267
16	Cornwall	1,269
17	Avon	11,201
18	Bridgewater	1,563
19	Middlebury	5,845
20	Ridgefield	20,120
21	Farmington	16,407
22	Orange	13,237
23	Old Lyme	6,159
24	Fairfield	54,849
25	Stamford	102,453
26	Sharon	2,623
27	Franklin	1,592
28	Lyme	1,872
29	Essex	5,078
30	Goshen	1,706
31	Kent	2,505
32	West Hartford	61,301
33	Old Saybrook	9,287
34	Westbrook	5,216
35	Woodbury	6,942
36	Brookfield	14,672
37	Canaan	1,002
38	Southbury	14,156
39	Trumbull	32,999
40	Madison	15,031
41	Hadda	8,383
42	North Haven	22,040
43	Bethlehem	2,573
44	Simsbury	21,161
45	Norwalk	77,767
46	Barkhamsted	3,935
47	Bethany	4,333
48	Bloomfield	19,608
49	Guilford	17,375
50	Glastonbury	24,327

RANK	TOWN	POPULATION
51	New Fairfield	11,260
52	Stratford	50,541
53	Newtown	19,107
54	Colebrook	1,441
55	New Milford	25,235
56	Wethersfield	26,013
57	Berlin	9,121
58	Milford	50,848
59	Bethel	16,004
60	Litchfield	7,605
61	Cheshire	25,783
62	Windsor	25,204
63	Suffield	9,294
64	Monroe	14,010
65	Danbury	60,470
66	East Granby	4,102
67	East Haddam	6,621
68	Killingworth	3,976
69	Branford	23,363
70	Oxford	6,634
71	Rocky Hill	14,559
72	Newington	28,841
73	Granby	7,956
74	Cromwell	13,265
75	Harwinton	4,889
76	Salem	2,335
77	Windsor Locks	12,190
78	South Windsor	17,198
79	Norfolk	2,156
80	Morris	1,899
81	East Lyme	13,870
82	Bolton	3,951
83	Deep River	3,944
84	Canton	7,635
85	New Hartford	4,883
86	Marlborough	4,746
87	North Canaan	3,185
88	Shelton	31,314
89	Clinton	11,195
90	Columbia	3,386
91	Stonington	16,220
92	East Windsor	9,975
93	Andover	2,144
94	East Hartford	52,563
95	Hamden	51,071
96	Ashford	3,991
97	Wallingford	37,274
98	Chester	3,068
99	Hartford	2,775
100	Union	546

REQUIREMENTS

In order to receive a state aid payment, a public library will be required to meet the following conditions:

1. File an annual statistical report with the Connecticut State Library which includes certification that the funds, when received, will be used for library purposes.
2. Submit documents certifying the legal establishment of the library in accordance with Section 11-20 of the Connecticut General Statutes.
3. Participate in the Connecticard program.

(Continue on back→)

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FLORIDA

FLASH ALERT..

LIBR

APRI

FLASH

FLORIDA LIBRARY ASSOCIATION

LEGISLATIVE ALERT

FROM OUR LEGISLATIVE ADVOCATE

-Jody Fitzgerald

I hope library directors are encouraging attendance at Library Day in Tallahassee on April 13, 1983.

There are a multitude of issues concerning the library community this year.

Our priority is divided between State Aid and the revisions to Florida Statutes Chapter 257.

The good news from the Governor's office is the recommended budget. It included:

--a half million dollar increase in State Aid to libraries in addition to making up nearly $100,000 in cuts during the current fiscal year,

--two General Revenue-funded positions to improve the State Library's state government information services,

--a 32% increase in the State Library's book budget, followed by a 28% increase the next year, and

--an 18% increase in the State Library's expenses budget.

A letter of thanks to the Governor would be most appropriate.

The revisions to Florida Statutes Chapter 257 are contained in CSSB 93 and CSHB 88. Prime sponsors of this bill in the Senate are Clarke Maxwell and George Kirkpatrick and in the House, James Harold Thompson, Gene Hodges, Ron Johnson, Bud Gardner and Chris Metcalf. Space does not permit the listing of all 20 sponsors in the Senate and 17 in the House.

The three major areas of change in legislation are:

DOCUMENTS

257.05 Clarifies what a public document is. It is currently defined by number (given to any publication of which at least 500 copies are printed). Many public documents are being printed in less than the 500-copies quantity and, therefore, are lost for all ages because this definition is not inclusive enough for state agencies to respond to the State Documents Depository Program.

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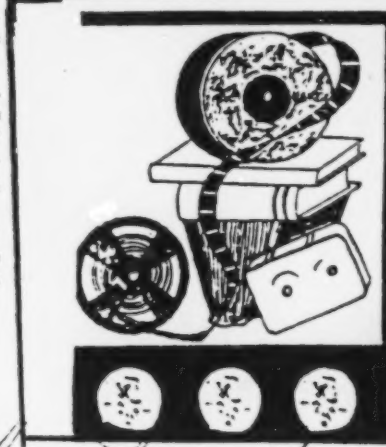


LIBRARIES

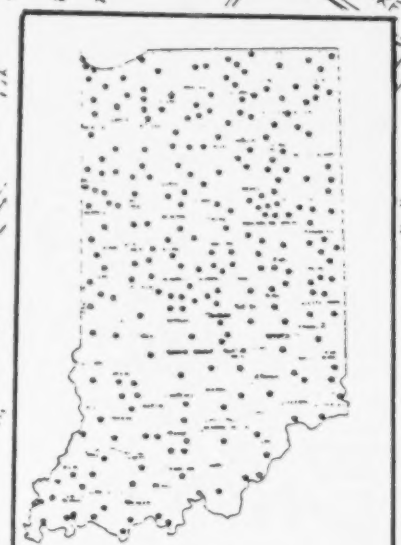
INDIANA

"So Much For So Little"

HELP THEM SURVIVE

SO MUCH FOR SO LITTLE

INDIANA LIBRARIES



THE FUNDING OF INDIANA PUBLIC LIBRARIES

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KENTUCKY

KENTUCKY LIBRARY ASSOCIATION
NEWSLETTER

MAY, 1983

Report of the KLA Legislative Committee

The Candidates Speak About Libraries

During March and April committee members, Association board members and Louis DeLuca, KLA lobbyist/advocate, interviewed the three major candidates for Governor and the two major candidates for Superintendent of Public Instruction in the Democratic primary. The committee also asked for a meeting with one major candidate for Governor in the Republican primary, Jim Bunning, but he declined to meet with us prior to the primary. We will interview all major candidates for Governor and Superintendent of Public Instruction prior to the fall elections.

Before our meetings with the candidates, they were sent a letter outlining KLA's current legislative concerns. They are as follows:

ISSUE #1 — Additional state funding for public libraries which would be distributed by the Kentucky Department of Libraries and Archives. During the 1982 session, KLA's H.B. 144 was left in committee. The Bill stipulated that fifty cents (50¢) per capita be used by local public libraries for any or all of the following:

- PURCHASE OF LIBRARY MATERIALS AND EQUIPMENT
- MAINTENANCE/OPERATION OF BOOKMOBILES AND/OR EXTENSION PROGRAMS
- TRAINING OF STAFF
- MAINTENANCE/RENOVATION OF BUILDINGS
- PROMOTION OF NETWORKING RESOURCE SHARING.

Costs to implement this increase in state aid for public libraries would require $1.8 million per year.

ISSUE #2 —Continuity of Leadership in the Department of Libraries and Archives is necessary. The current Commissioner is performing well. A new governor should be aware that the State's library community believes the post of State Librarian is a professional, leadership position, not a political position.

ISSUE #3 — The overall benefits to all citizens through library networking must be emphasized. Networking leads to resource sharing and the elimination of unnecessary duplication. Although costs and statutory mechanisms are not specifically known at this time, general support will be necessary.

ISSUE #4 — The Kentucky Department for Libraries and Archives provides services and funds to all libraries within the Commonwealth. The next governor must be aware of the agency's importance. The library community will emphasize the leadership role necessary for the State Library to be continually effective. *Cont. page 4*

The major Democrats for Governor

MARTHA LAYNE COLLINS...

A statewide mechanism to provide public libraries with 50¢ per capita is certainly a worthy idea. I am aware of the needs of our libraries across the state and will seriously consider supporting a per capita allotment in the next General Assembly. I cannot commit to a specific per capita amount until I know what our state revenue will be for the next biennium.

I appreciate the very favorable comments of those who attended our meeting on the present leadership in the Department of Librar-

(Cont. page 2

HARVEY SLOANE...

I appreciated the opportunity to meet with the Kentucky Library Association on March 28th. Electronic networking has tremendous potential, and it fits into my belief that we should teach students to interact with computers. Like it or not, we are in the computer age.

Although I cannot commit to a specific amount of funds for libraries, I do pledge to give the program a top priority. Libraries are a part of our continuing community education program. As an avid reader, they are especially impor-

(Cont. page 2

GRADY STUMBO...

"Libraries are a vital resource to Kentuckians, and as Governor, I will provide strong support to them," said Grady Stumbo, candidate for the Democratic nomination for Governor.

Speaking to members of the Kentucky Library Association in Louisville recently, Stumbo stated that he would support the Association's request for a $1.8 million increase in funding to help the state's public libraries.

He noted that of the 115 Kentucky counties that have libraries,

(Cont. page 2

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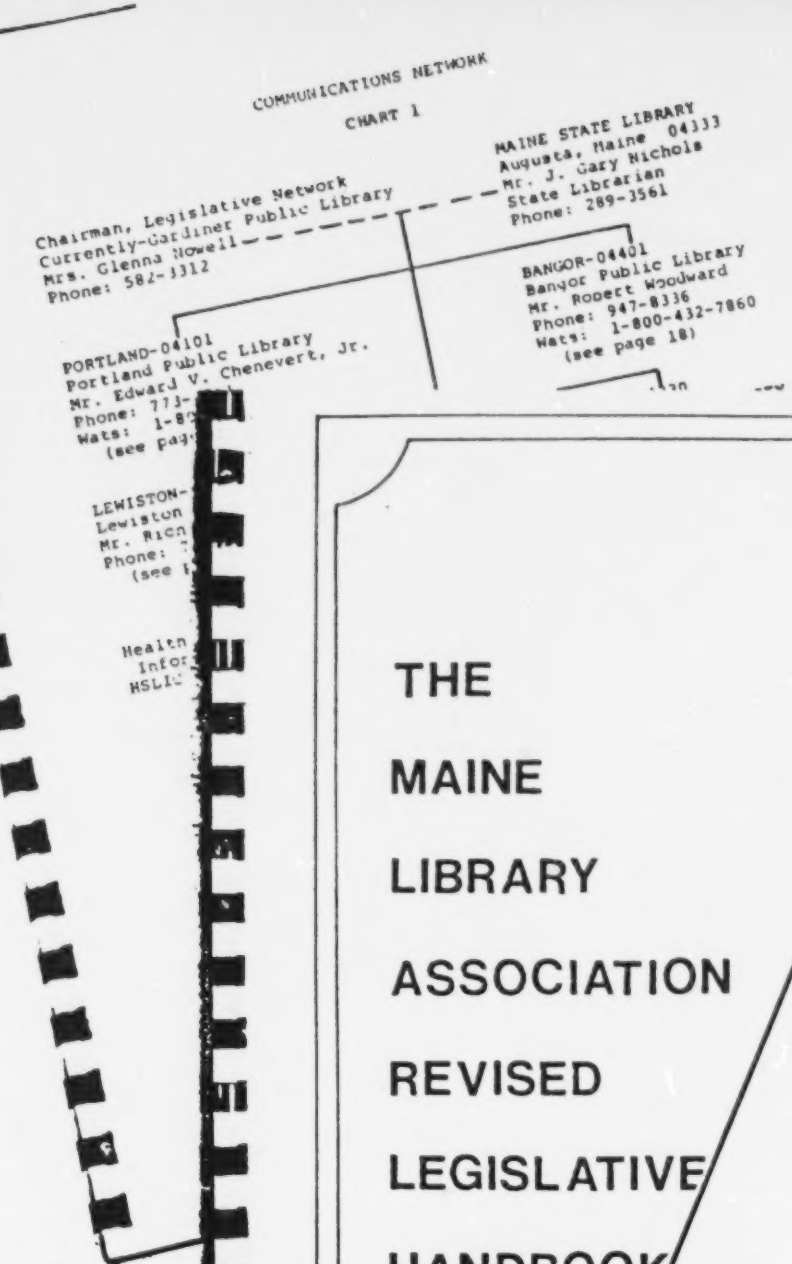
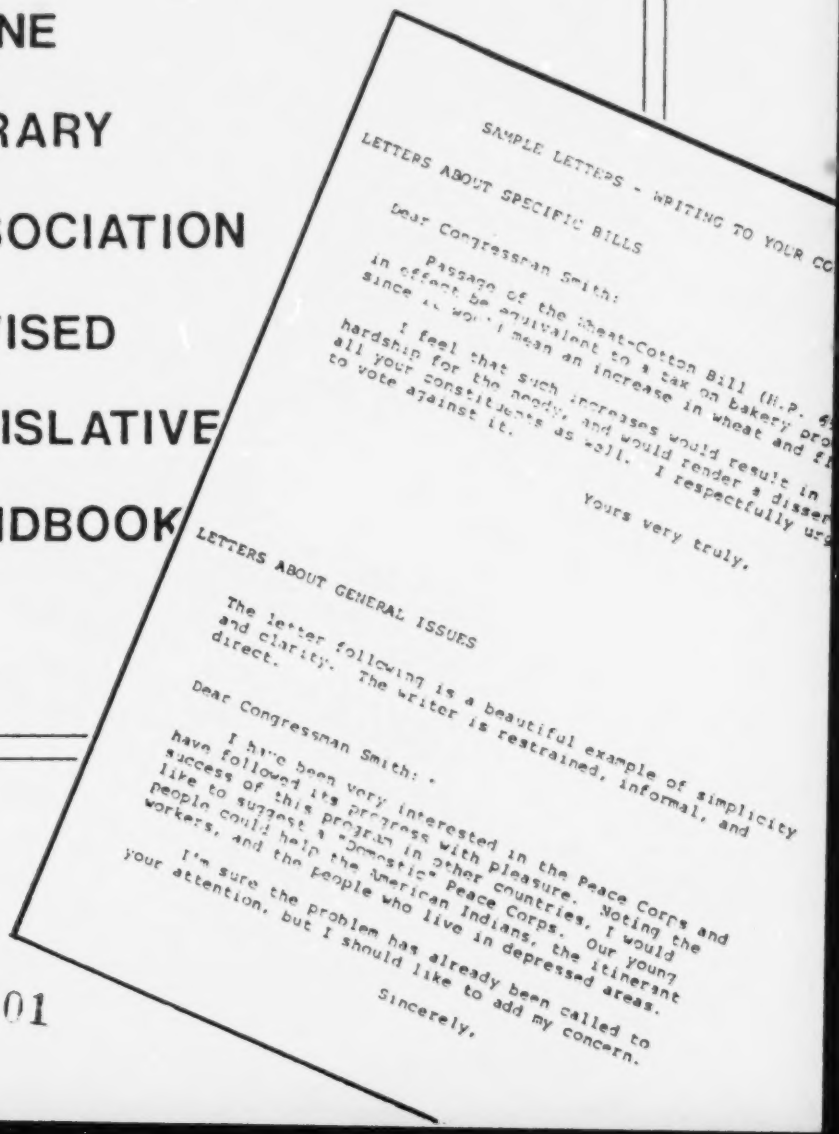
MAINE



THE MAINE LIBRARY ASSOCIATION REVISED LEGISLATIVE HANDBOOK



SAMPLE LETTERS - WRITING TO YOUR CO

LETTERS ABOUT SPECIFIC BILLS

Dear Congressman Smith:

Passage of the Wheat-Cotton Bill (H.R. 6
in effect be equivalent to a tax on bakery pro
since it wo . I mean an increase in wheat and fl

I feel that such increases would result in
hardship for the needy, and would render a disser
all your constituents as well. I respectfully urg
to vote against it.

Yours very truly,

LETTERS ABOUT GENERAL ISSUES

The letter following is a beautiful example of simplicity and clarity. The writer is restrained, informal, and direct.

Dear Congressman Smith: .

I have been very interested in the Peace Corps and have followed its progress with pleasure. Noting the success of this program in other countries, I would like to suggest a "Domestic" Peace Corps. Our young people could help the American Indians, the itinerant workers, and the people who live in depressed areas.

I'm sure the problem has already been called to your attention, but I should like to add my concern.

Sincerely,

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73E

MINNESOTA

MINNESOTA INFORMATION/LIBRARY LEGISLATIVE BULLETIN

April 1983 Volume 3, number 3

Coordinated by the Minnesota Library Association Legislative Committee
Editor Emmett Davis, 1370 Wellesley Ave., St. Paul, MN 55105

Minnesota Information/Library Legislative (MILL) Day 1983 was a success! Thank you for that success, which on the surface included:

-about 75 registrants discussing libraries and information with their legislators and their staff,
-over a third of the registrants [illegible] personal contact with their legislators before this (hopefully) [illegible] the beginning of a long fruitful relationship),
-many Minnesotans unable to attend [illegible] visited later, and
-finally the atmosphere of the [illegible]

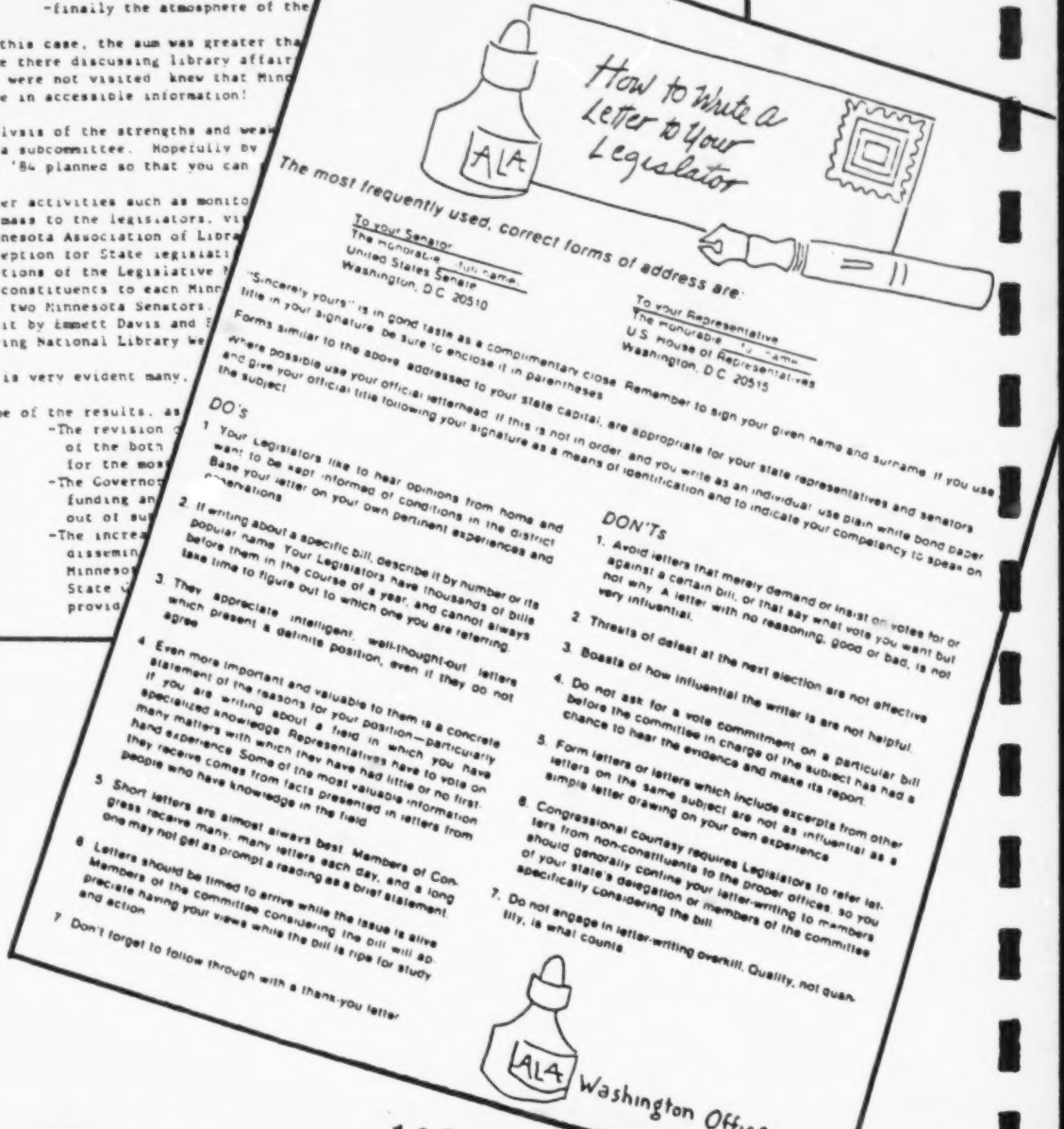
In this case, the sum was greater than the parts. [illegible] were there discussing library affairs [illegible] who were not visited knew that Minnesota [illegible] role in accessible information!

Analysis of the strengths and weaknesses [illegible] of a subcommittee. Hopefully by [illegible] Day '84 planned so that you can [illegible]

Other activities such as monitoring [illegible] en mass to the legislators, visits [illegible] Minnesota Association of Librarians [illegible] reception for State legislators [illegible] portions of the Legislative Newsletter [illegible] so constituents to each Minnesota [illegible] our two Minnesota Senators. [illegible] visit by Emmett Davis and [illegible] during National Library Week [illegible]

As is very evident many, [illegible]

Some of the results, as [illegible]
-The revision [illegible] of the both [illegible] for the most [illegible]
-The Governor [illegible] funding and [illegible] out of sup[illegible]
-The increas[illegible] dissemin[illegible] Minnesota [illegible] State [illegible] provid[illegible]


How to Write a Letter to Your Legislator
ALA
The most frequently used, correct forms of address are:
To your Senator
The Honorable full name
United States Senate
Washington, D.C. 20510
To your Representative
The Honorable full name
U.S. House of Representatives
Washington, D.C. 20515
"Sincerely yours" is in good taste as a complimentary close. Remember to sign your given name and surname. If you use title in your signature, be sure to enclose it in parentheses.
Forms similar to the above addressed to your state capital, are appropriate for your state representatives and senators. Where possible use your official letterhead. If this is not in order, and you write as an individual use plain white bond paper and give your official title following your signature as a means of identification and to indicate your competency to speak on the subject.
DO'S
1. Your Legislators like to hear opinions from home and want to be kept informed of conditions in the district. Base your letter on your own pertinent experiences and observations.
2. If writing about a specific bill, describe it by number or its popular name. Your Legislators have thousands of bills before them in the course of a year, and cannot always take time to figure out to which one you are referring.
3. They appreciate intelligent, well-thought-out letters which present a definite position, even if they do not agree.
4. Even more important and valuable to them is a concrete statement of the reasons for your position—particularly if you are writing about a field in which you have specialized knowledge. Representatives have to vote on many matters with which they have had little or no first-hand experience. Some of the most valuable information they receive comes from facts presented in letters from people who have knowledge in the field.
5. Short letters are almost always best. Members of Congress receive many, many letters each day, and a long one may not get as prompt a reading as a brief statement.
6. Letters should be timed to arrive while the issue is alive. Members of the committee considering the bill will appreciate having your views while the bill is ripe for study and action.
7. Don't forget to follow through with a thank-you letter.
DON'TS
1. Avoid letters that merely demand or insist on votes for or against a certain bill, or that say what vote you want but not why. A letter with no reasoning, good or bad, is not very influential.
2. Threats of defeat at the next election are not effective.
3. Boasts of how influential the writer is are not helpful.
4. Do not ask for a vote commitment on a particular bill before the committee in charge of the subject has had a chance to hear the evidence and make its report.
5. Form letters or letters which include excerpts from other letters on the same subject are not as influential as a simple letter drawing on your own experience.
6. Congressional courtesy requires Legislators to refer letters from non-constituents to the proper offices, so you should generally confine your letter-writing to members of your state's delegation or members of the committee specifically considering the bill.
7. Do not engage in letter-writing overkill. Quality, not quantity, is what counts.
ALA Washington Office

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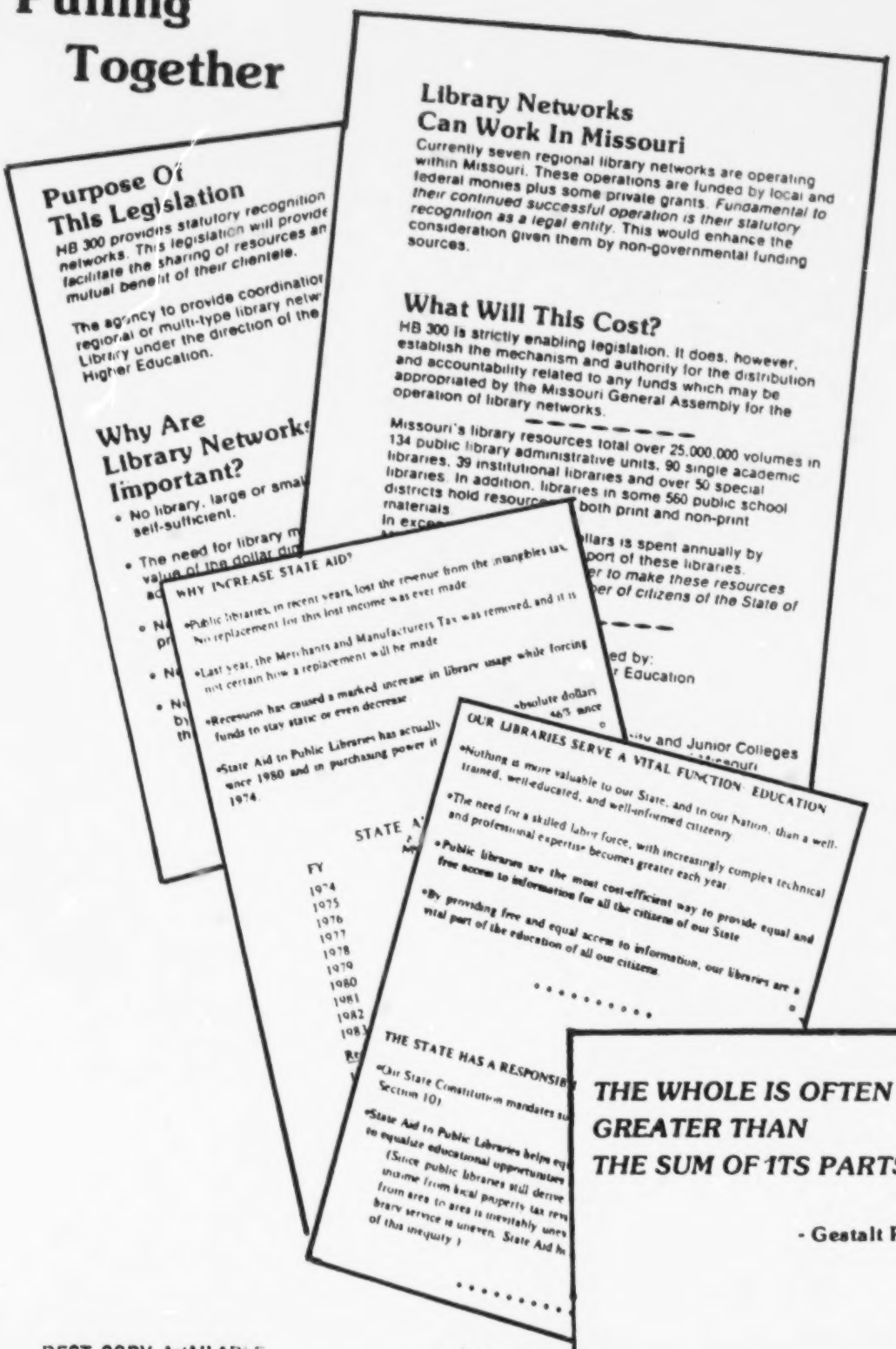
We are Pulling Together

MISSOURI



Purpose Of This Legislation

HB 300 provides statutory recognition
networks. This legislation will provide
facilitate the sharing of resources an
mutual benefit of their clientele.

The agency to provide coordinatio
regional or multi-type library netw
Library under the direction of the
Higher Education.

Why Are Library Networks Important?

- No library, large or sma
self-sufficient.
- The need for library m
value of the dollar dim
- N
- N
- N
by
th

Library Networks Can Work In Missouri

Currently seven regional library networks are operating within Missouri. These operations are funded by local and federal monies plus some private grants. *Fundamental to their continued successful operation is their statutory recognition as a legal entity.* This would enhance the consideration given them by non-governmental funding sources.

What Will This Cost?

HB 300 is strictly enabling legislation. It does, however, establish the mechanism and authority for the distribution and accountability related to any funds which may be appropriated by the Missouri General Assembly for the operation of library networks.

Missouri's library resources total over 25,000,000 volumes in 134 public library administrative units, 90 single academic libraries, 39 institutional libraries and over 50 special libraries. In addition, libraries in some 560 public school districts hold resources
materials
In exce
both print and non-print

illars is spent annually by
port of these libraries.
er to make these resources
ber of citizens of the State of

ed by:
r Education

ity and Junior Colleges
souri

WHY INCREASE STATE AID?

•Public libraries, in recent years, lost the revenue from the intangibles tax. No replacement for this lost income was ever made

•Last year, the Merchants and Manufacturers Tax was removed, and it is not certain how a replacement will be made

•Recession has caused a marked increase in library usage while forcing funds to stay static or even decrease

•State Aid to Public Libraries has actually since 1980 and in purchasing power it 1974

•absolute dollars
46% since

STATE A

FY
1974
1975
1976
1977
1978
1979
1980
1981
1982
198

OUR LIBRARIES SERVE A VITAL FUNCTION: EDUCATION

•Nothing is more valuable to our State, and to our Nation, than a well-trained, well-educated, and well-informed citizenry.

•The need for a skilled labor force, with increasingly complex technical and professional expertise becomes greater each year.

•Public libraries are the most cost-efficient way to provide equal and free access to information for all the citizens of our State.

•By providing free and equal access to information, our libraries are a vital part of the education of all our citizens.

THE STATE HAS A RESPONSIB

•Our State Constitution mandates
Section 10)

•State Aid to Public Libraries helps eq
to equalize educational opportunities
(Since public libraries still derive
income from local property tax rev
from area to area is inevitably unev
brary service is uneven. State Aid h
of this inequity.)

THE WHOLE IS OFTEN GREATER THAN THE SUM OF ITS PARTS

- Gestalt Psychology

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NEW YORK

Inside

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Dates & Deadlines	p. 6
NYLA Bulletin Board	p. 6

Vol. 31, No. 5 ISSN0027-7134 May 1983

NYLA Albany Day in Albany

by Margaret Mirabelli
Managing Editor The LILRC Quarterly

NYLA Library Day in Albany

Continued from Page 1

tions which declared their stand and head ing off to navigate the crowded corridors of the Legislative Building and the Capitol to get to their legislators and make reasoned persuasive arguments. Periodically they re turned to 7114 to fill in contact sheets assess their visits and eat their lunches.

Geraldine Daniels and **Helen Marshall** Assemblywomen from Harlem and Queens

reported a ground swell of support for the Public Library Rehabilitation Construction bill (A 984 S 843); New York Historical Documents Inventory bill to be introduced by Assemblyman Edward C. Sullivan and Senator H. Douglas Barclay and the Young Adult Services bill (A 3540). One legislator whose attitudes seemed typical remarked that school contingency budget legislation could end up as a ploy by Big Brother to hide excluding athletics music and other vulnerable components of programs.

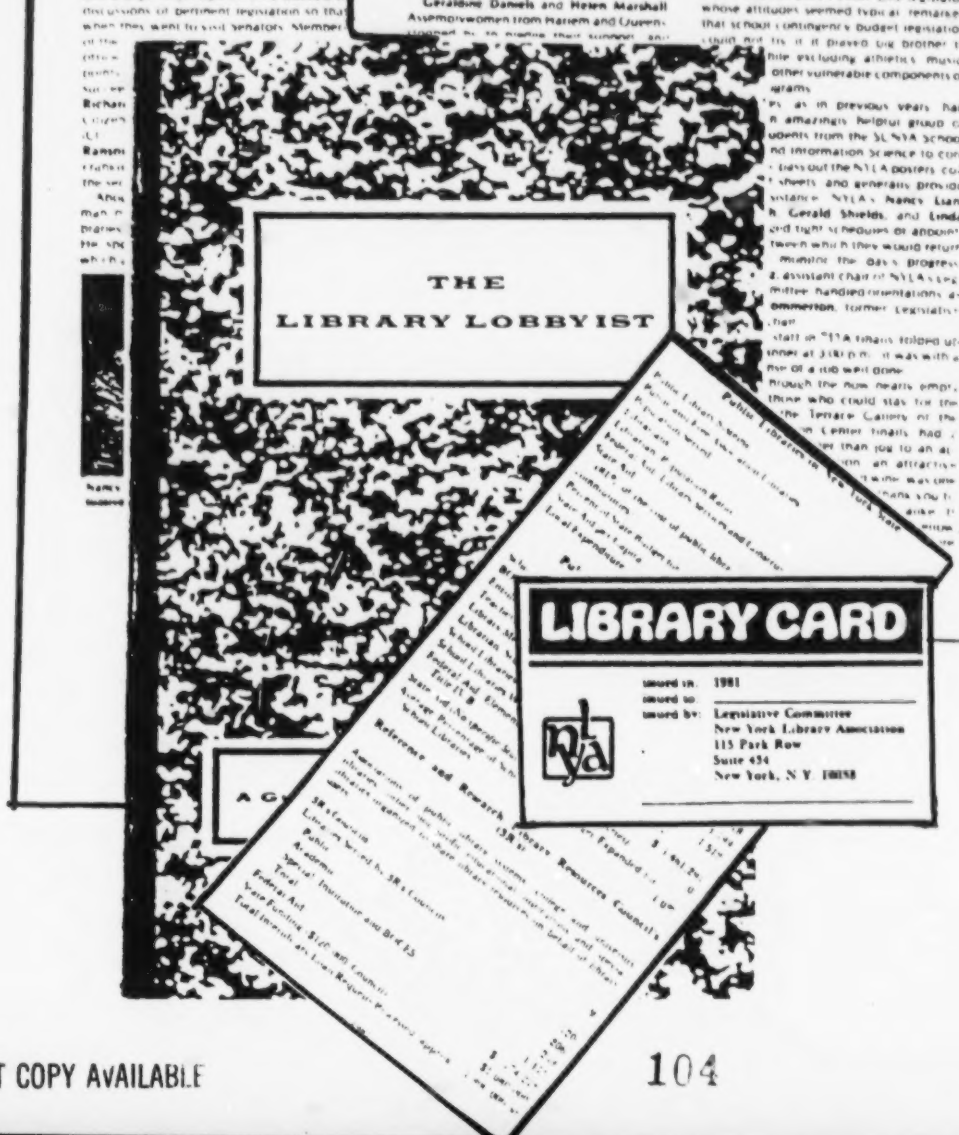
As in previous years had an amazingly helpful group of advocates from the SLSNYA school and information science to con tributes out the NYLA posters col sheets and generally provid assistance. NYLA's James Liam h Gerald Shields and Linda and tight schedules of appoint tween which there would return

Meanwhile the days progress assistant chair of NYLA's Legis matter handled orientations at ommerton former Legislativ chair staff in 7114 chairs tolled at noon at 3:30 p.m. it was with a ner of a job well done through the now nearly empty those who could stay for the the Terrace Gallery of the n Center finally had ... than 10a to an al ... an attractive ... while we ... thank you f ... dinner

Assemblyman Arthur Kremer gets a NYL... from executive director Nancy Eisenson and ... to Leonard Higgins Hempstead Branch NYPL George Terpo Long Beach Public Library NYLA President Gerard Shields SUNY Buffalo ... istative Committee chair Janet Welch ... Regional Research Library Council.

Secretary of State Gail Shaffer leads tou... to listen to remarks by Mary Ann Caywood ... Wendy Newell Hartshorn Valley Library ... tem and YSS President Mary Brink Florida Library System.

...lating old librarians at the reception with Deputy Commissioner for Cultural Education ... for remarks. From L to r: Larry Hackman ... Archivist; Stanley Ransom ... Library System; Isabella Doares ... Anne Commerton (Penfield Library SUNY Geneseo)



Second Class Postage Paid at New York, N.Y.

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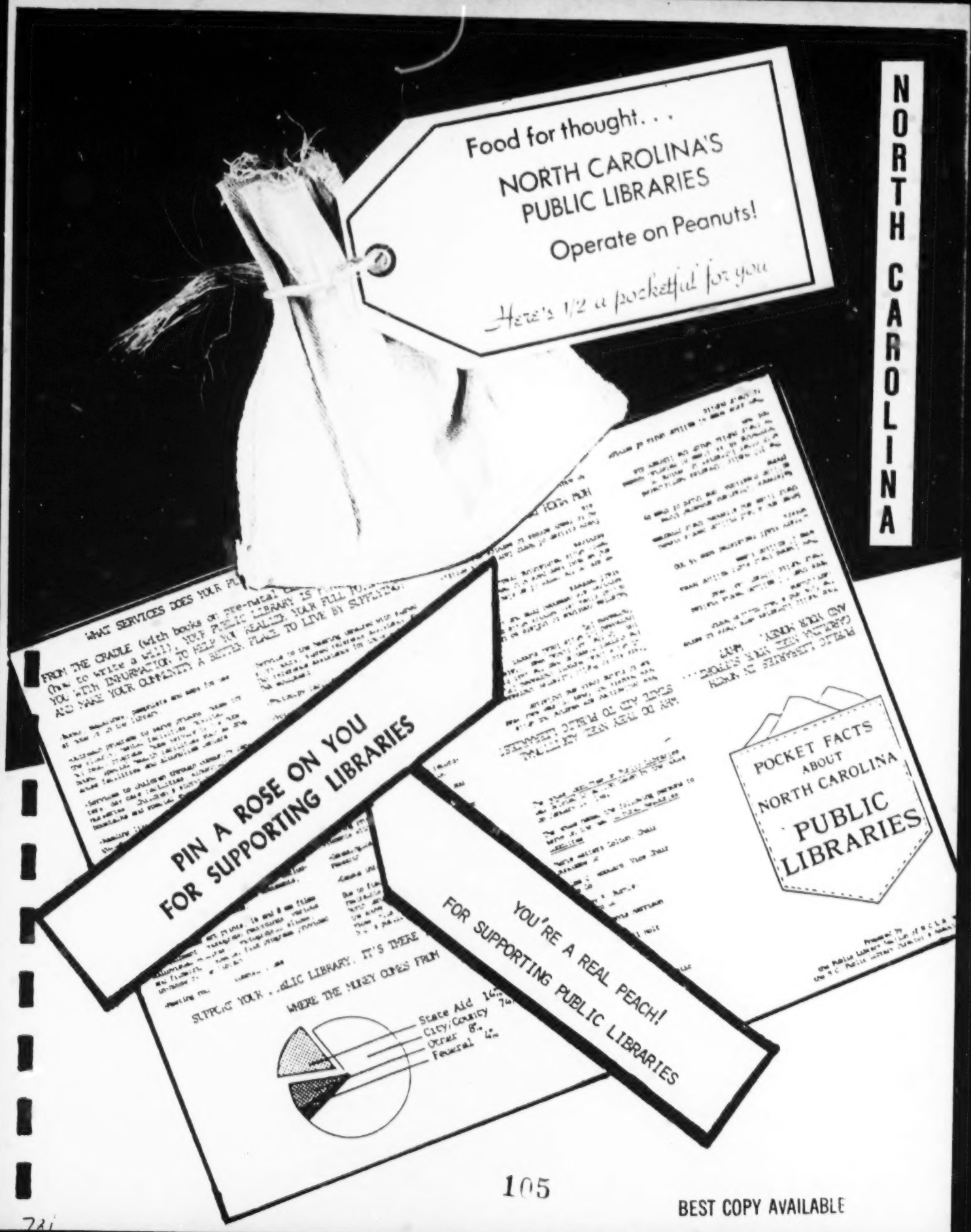

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NORTH DAKOTA

STATE AID FOR PUBLIC LIBRARIES • STATE AID FOR PUBLIC LIBRARIES • STATE AID FOR PUBLIC LIBRARIES • STATE AID FOR PUBLIC LIBRARIES •

PUBLIC LIBRARIES
ARE OPEN
TO EVERYONE

YOU DON'T HAVE TO BE YOUNG OR OLD, IMPRISONED, SICK OR IN TROUBLE TO BE ELIGIBLE TO USE AND TO BENEFIT FROM YOUR PUBLIC LIBRARY.

ACROSS NORTH DAKOTA PUBLIC LIBRARIES ARE HAVING A VERY DIFFICULT TIME SURVIVING ON LOCAL MILL LEVIES.

ast year* the materials cir-
lation average (for areas
ed by public libraries)
.14 items per capita! The
iture per capita average
14. With the average
new hardbound fiction
xceeding $10, one in
about $15, one in
xceeding $23, a
k averaging $1.7
veraging about
ption, PUBLIC
SERVICE IS NOT ONLY
BENEFICIAL--IT IS ALSO A B
AND PUBLIC LIBRARY SERVICE
ONLY PERFORMS A VITAL FUN
TO AN INFORMED CITIZENRY
CONTRIBUTES VERY POSITI
THE OVERALL QUALITY OF
OUR COMMUNITIES.

Bowker Annual of Li
Booktrade Statistic

BUT UNTIL NOW, PUBLIC LIBRARIES HAVE BEEN NEGLECTED!

Current NO Biennial Budget

THE "COMMUNITY LIBRARY SERVICES ACT OF 1979" WOULD ALLOCATE A SMALL BUT MUCH NEEDED PIECE OF THE PIE FOR PUBLIC LIBRARIES.

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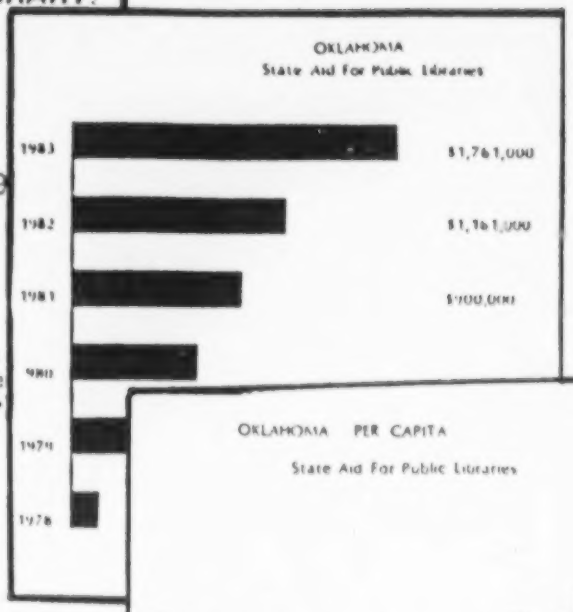
LIBRARIES ARE MIND-MOVERS:

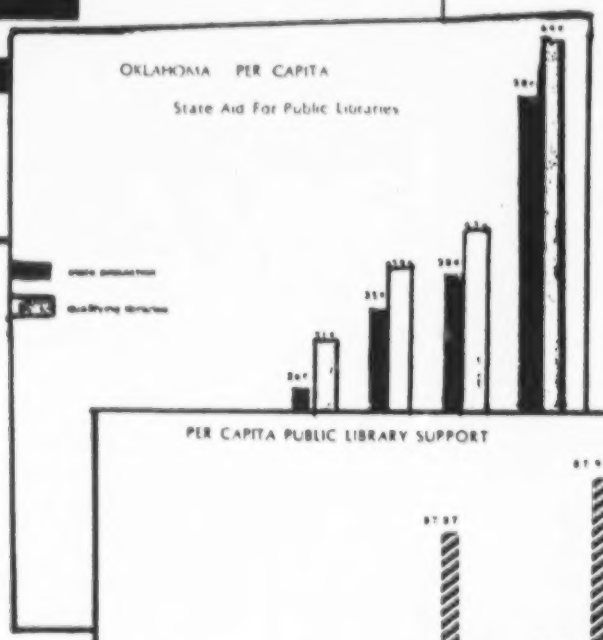
TAG YOUR LIBRARY!

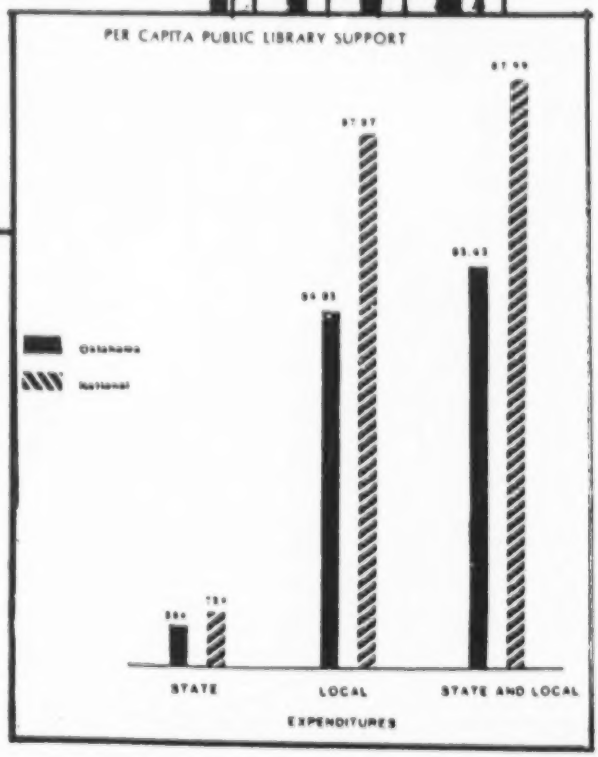
OKLAHOMA

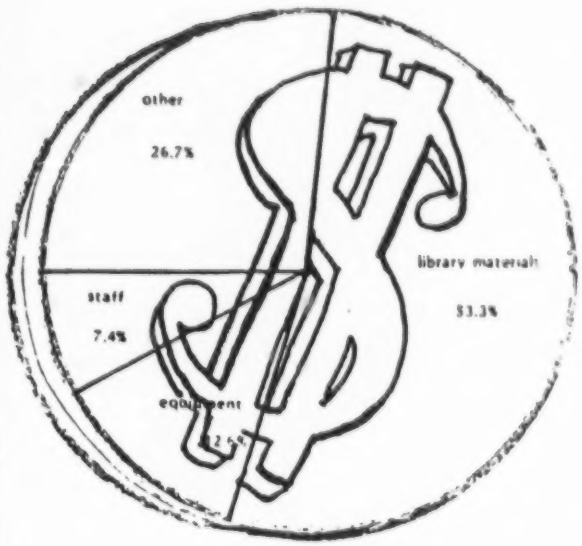
Library Legislative Day
Wednesday, February 16, 19
Oklahoma City

Sponsored by
Oklahoma Library Association's
Library Development Committee









THE STATE AID DOLLAR

FY1982

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72K

PENNSYLVANIA

MORE FOR THE MONEY??

More books for the money for Pennsylvania's 11.8 million citizens?
More magazines or newspapers?

HOW?

...ough the sharing of those materials ...rsylvania's 5,881 academic ...ic, special and institu-

Consider

for a moment, how ...le $1.00 buys in today's economy.

would buy a P ...nsylvanian:

...hardcover book @ $12.95
...a phonograph record @ $7.98
...t of a movie show @ $4.00
1/3 of a paperback book @ $2.95

will not even buy one issue of Time Magazine, now $1.50 at

pla

pennsylvania library association
100 WOODLAND ROAD
PITTSBURGH, PENNA 15232
PHONE (412) 362-6400

April 1, 1982

TO: Members of the General Assembly

FROM: Members of the Pennsylvania Library Association

RE: PUBLIC LIBRARY SUBSIDY

As you undertake your review of the 1983 Commonwealth Budget, we thank you for your past support, and urge your consideration of the following facts in setting an appropriation level for the subsidy.

- The administration sponsored budget would bring the per capita appropriation to $1.18 or a 9¢ per capita increase over 1982. This per capita amount is well under the 1980 support in Maryland, ($2.79), New York, ($2.30), Georgia, ($2.16), Illinois, ($1.82) and Rhode Island, ($1.71).
- Even with the increase in state aid in 1982, it purchased 134,000 fewer books than in 1972 and 318,000 fewer periodicals.
- The 1982 subsidy was $3 million short of regaining the 20%/80% ratio of state aid to local aid in 1972.
- Federal Funds are diminishing. Public libraries have been the beneficiaries of Revenue Sharing and the Comprehensive Employment Training Act programs. Proposed zero funding in federal library programs in 1983 impacts not only on special grant revenues for local libraries but also impacts on staffing levels within the State Library and obliterates funding for valued statewide programs.

Our point here is to reiterate; 1) the importance of the state's share in supporting Pennsylvania's successful public library system, and, 2) to stress the importance of an increase in the subsidy level so that buying power lost during the "capped" period can be partially restored.

...ry Association is requesting that $15 million be appropriated. ...esents an increase of only 18¢ per capita, or a total of $1.27 ...pproximately 1/10 of the cost of a hardcover book.

This aid benefits all communities, affects people of every age ... life, multiplies in impact because of resource sharing, and ...ect, cost-effective support to your constituents.

... support.

LIBRARIES IN PENNSYLVANIA
Public Libraries
District Library Centers
Regional Resource Centers
Specialized Libraries
Libraries for the Blind and Handicapped

PENNSYLVANIA LIBRARY CARD

NAME _____ TITLE _____

This card contains facts about library services in Pennsylvania. If you need information, keep these numbers close to your telephone.

(717) 787-4440
STATE LIBRARY

DISTRICT LIBRARY CENTER

LOCAL LIBRARY

South Carolina

LIBRARY LEGISLATIVE DAY

February 16, 1983

SOUTH CAROLINA

LIBRARIES WILL GET YOU THROUGH TIMES OF NO MONEY BETTER THAN MONEY WILL GET YOU THROUGH TIMES OF NO LIBRARI

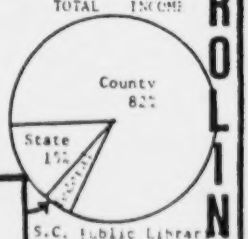
HOW ARE SOUTH CAROLINA'S PUBLIC LIBRARIES FINANCED?

$1.66

Library

...st share (82%) of total
...n South Carolina. Requests
...ws primarily from local
...ded in library boards'
...unty governments each
...was the average per capita
...ir 46 counties were below

TOTAL INCOME



S.C. Public Librar...
1981-1982

South Carolina should be providing 2/3 of total public library support from the STATE level.

WAYS TO COMMUNICATE WITH LEGISLATORS

...he most effective means of
...of a solid working
...is more

PERSONAL VISITS. ...communication. ...relationship if ...easily arranged

Take others along -- lib... organization, citizen ... of viewpoints with the ... may have prepared. Fo... and include any additi...

TELEPHONE ...telephone ...legislato...

Telephone to ask ... lative colleagues ... reaction. Remem... conversation tha...

LETT... lati... vot... les...

Letters may ... by you, giv... support it. ... and title ...

1. Be...
2. Be...
3. ?
4.
5.

what is a public library

It's BOOKS, of course, but it's more than that. It's magazines...newspapers...pamphlets... filmstrips...records...cassettes...

And it's ever-changing and ever-growing to ... to use these materials to ... information, pleasure, and self-... It's SERVICE to people, the ... of staff ... hours for children... ... talks & ... discussion groups for adults, ... programs...

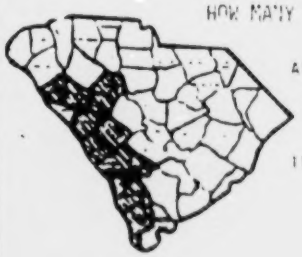
WHO USES PUBLIC LIBRARIES?

ALL PEOPLE--regardless of ... religion, ... race, ...

All ages--preschool child ... senior citizen.

All groups--low income, ... families, ... handicapped, retirees, ... teachers, students, ... consumers, ... executives, politicians...

HOW MANY PUBLIC LIBRARIES ARE THERE IN SOUTH CAROLINA?

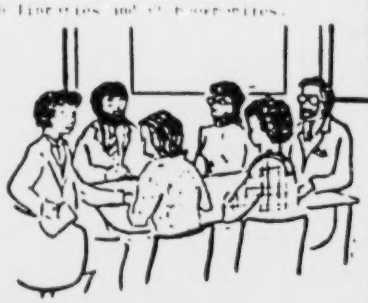


All of South Carolina's 46 counties are organized into ... unified county library systems with ... headquarters, branches, ... and bookmobiles. This means that every South Carolinian has access to public library service.

Of the 46 county libraries operated ... different sizes of service. The 46 counties ... state include five branch libraries and ... bookmobiles.

WHO SETS THE POLICY FOR SOUTH CAROLINA PUBLIC LIBRARIES?

...TY LIBRARY BOARDS OF TRUSTEES, ... of appointed ... citizens, ... establish the policies under which ... public libraries operate.



...LIBRARIES?

...quality, or ... and staff.

...short of the ... standards of ...a.

...e goals, 3) ...

...rograms; and ...

...hildren's services.

...iness & industry.

...brarian.

...librarian.

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WEST VIRGINIA

Newsletter

REAL WOMEN PUMP FOR LIBRARIES

Featured speaker: Joyce Jillson

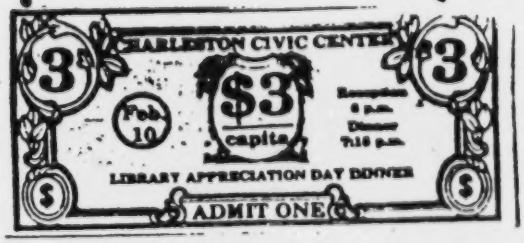
Library Dinner

Real Women Don't Pump Gas

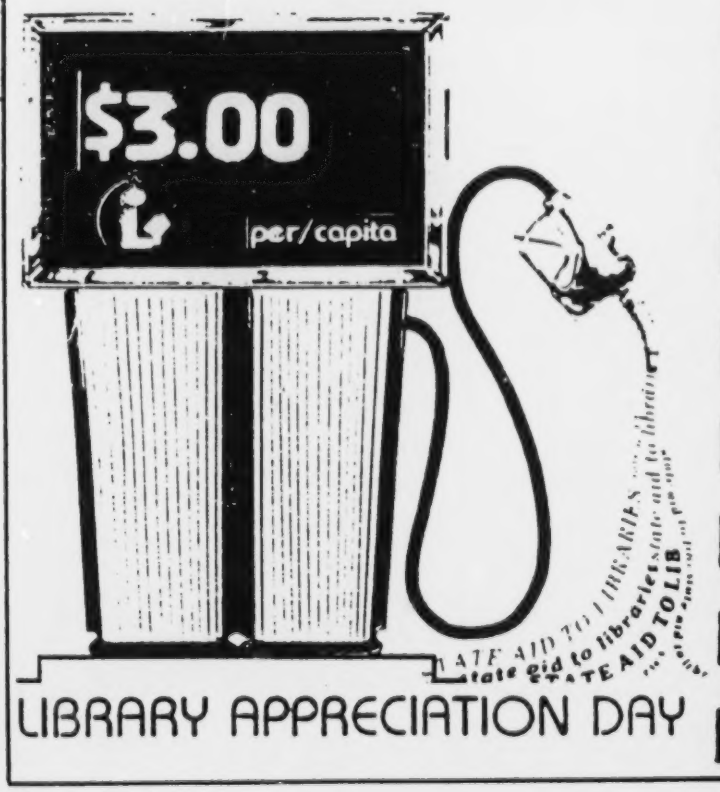
A Guide to All That Is

Virginia Libraries
Future Is Now!

"Make a Statement for State Aid"
$3 per capita
Write Now!!!

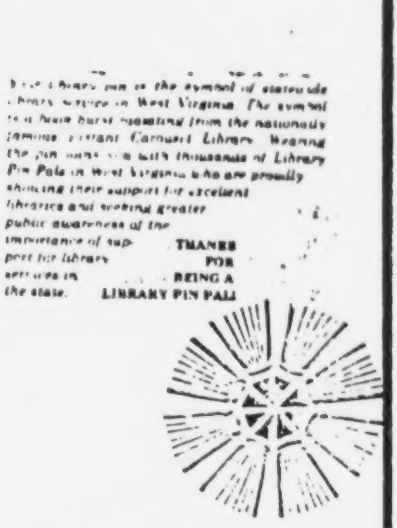


Pump for Libraries



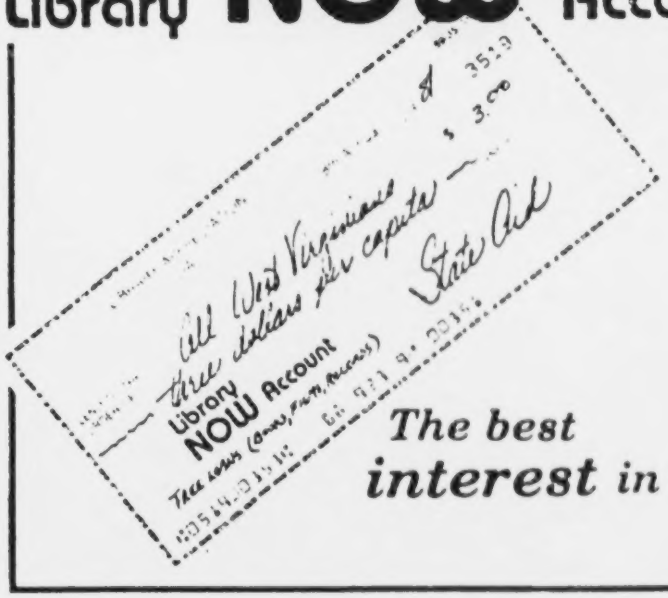
LIBRARY APPRECIATION DAY

BEST COPY AVAILABLE



•Invocation
•Dinner
•Welcome
•Recognition of Honored Guests and Attendees
•Remarks
•George Plimpton

Open a Library NOW Account



The best interest in town!

Your full service library offers:

Free loans!

On demand withdrawals!
(very slight penalty for overdrawn materials)

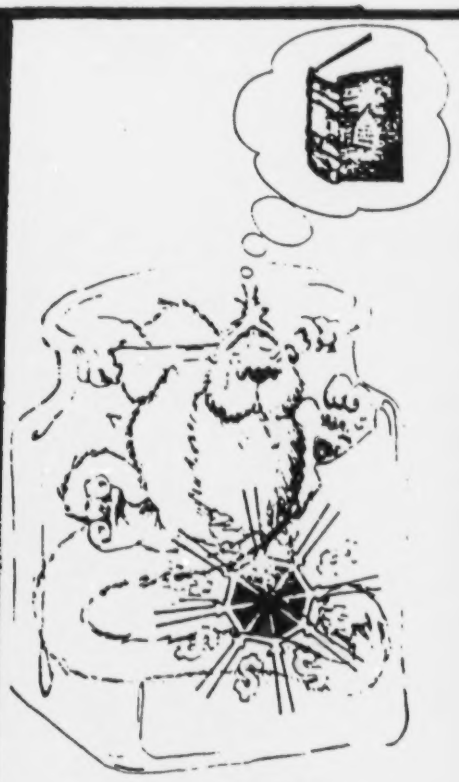
Interest compounded daily!

Invest in your library

celebrate **Library Appreciation Day**

Date _____ Time _____ Place _____

111

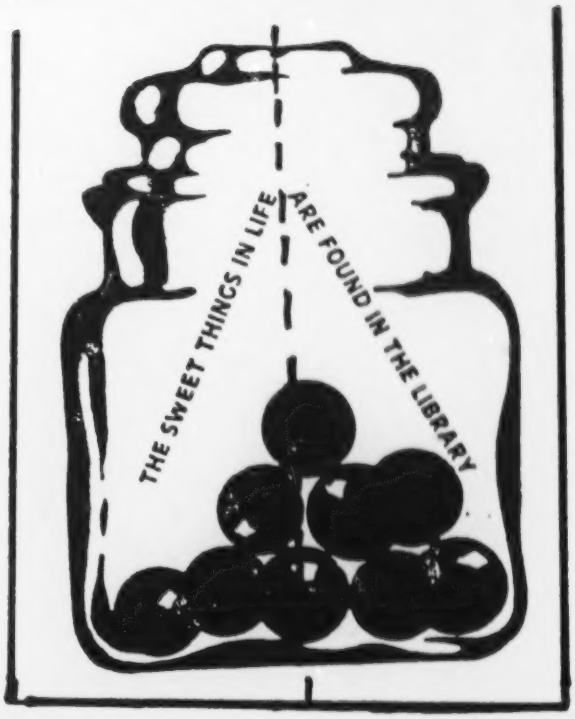


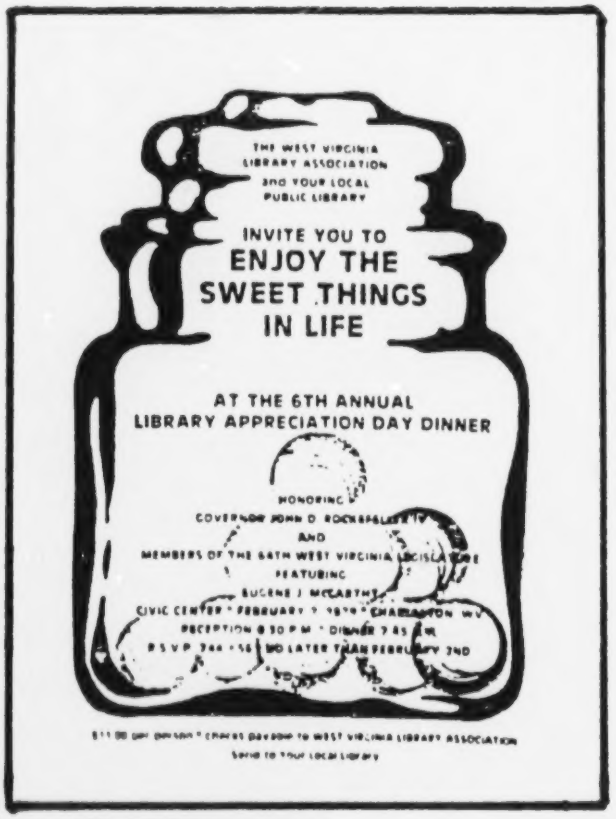
DOCUMENT LOCUS RETAINER

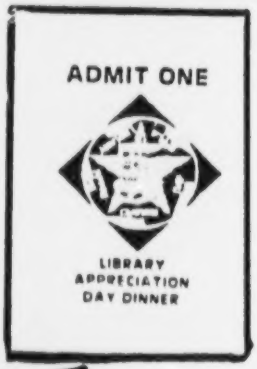
MORE COMMONLY REFERRED TO AS A BOOKMARK, THIS LOVABLE CREATURE IS CURRENTLY YELLING AND SCREAMING IN ITS EFFORTS TO ESCAPE FURTHER UNFULFILLED EXISTENCE IN ITS BOOKS FOR BOOKS JAR. IT'S RIGHTFUL RESIDENCE IS BETWEEN THE WARM COVERS OF A LIBRARY BOOK. IF FUNDS ARE NOT FORTHCOMING FOR BOOKS FOR WEST VIRGINIA PUBLIC LIBRARIES, THIS CREATURE, NOT TREATED FOR DEACIDIFICATION, MIGHT WELL DISINTEGRATE.

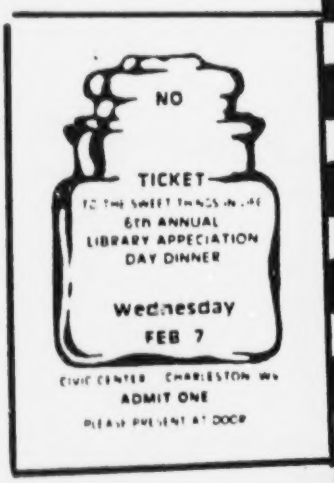
BAIL IN THE AMOUNT OF $3 PER CAPITA WILL RELEASE THE DOCUMENT LOCUS RETAINER.

THIS ENDANGERED SPECIES NEEDS YOUR HELP!









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